

**PECULIARITIES OF TRANSLATION OF LITTLE-KNOWN  
NAMES AND CONCEPTS IN FICTION**

The problem of translating little-known names and concepts in fiction is always relevant and requires special knowledge and experience from the translator. Fiction differs, for example, from popular science literature in the possibility of introducing fictional characters and creative expressions, which make a fictional text truly unique. There are several ways to translate little-known names, concepts and expressions used by translators in the process of translating works of art.

While translating geographical names, brand names, etc., translators actively use pragmatic translation, which involves making some changes to the text without losing the main idea. Such a transformation is called a generalization. At the same time, in some contexts it is possible to change geographical names to more well-known ones. The reader may not know the city referred to in the text, so the name is changed to a more famous one for the audience. Generalizations are used to ensure that the reader fully understands the background of the plot. In addition, often while translating, words are added that denote administrative units as “province, state, district or county”, since in Ukraine there are no states, provinces and districts, but there are regions, urban-type settlements and villages.

For example, changes in the names of administrative units of Great Britain:

Catford – London district of Catford;

Merseyside – the capital county of North-West England;

Devon – is a non-metropolitan county of England.

Also, for clarity of the context, the words “river”, “lake” or “mountain”

can be added to geographical names, for example: Mount Vancouver, Mount of the Holy Cross, Mirror Lake.

In addition, certain elements are also added to the names of enterprises, printed publications and institutions. Using the example of United Fruit, we can consider the peculiarities of translating the names of foreign companies and enterprises. The Ukrainian-speaking audience does not know that this is the name of the company, so the translator must indicate the type of organization, that is United Fruit Company.

While translating, the name of the product can also be replaced by the description of this product for the purpose of a more accurate translation, because some products or things may be completely unfamiliar to the reader, for example:

Murivor – a cocktail that elves drank;

Ent Draught – A Cedar Gin Cocktail;

Cram – elf cookies;

Mint Julep – drink.

But when the product is distributed in many countries and is well known, it is not necessary to make changes.

English speakers are quite accurate about height, while Ukrainian speakers can say that a person is about average height. For example: I am 5 feet 8 inches tall – My height is 1.73 cm. That is, we measure height and weight on different scales, and in the translation it is worth providing clarifications.

Translators encounter local idioms and little-known expressions. English (the original language) and Ukrainian (the language of translation) have their own idioms and expressions that are known only in these countries. The translator must find an analogue of one or the other idioms, phrases, proverbs or sayings in order to convey as accurately as possible the meaning that the author of the work wants to convey to us. Dictionaries with popular idioms and proverbs are very useful in solving this problem.

The tracing method is used mainly when there is no need to apply more

complex translation methods. It is a literal version of the translation, in which the entire meaning and expressiveness of the expression is preserved, for example:

- 1) keep late hours – працювати до пізньої години;
- 2) to share one's last shirt with somebody – віддати комусь свою останню сорочку.
- 3) strike while the iron is hot – куй залізо, поки гаряче.
- 4) time is money – час – гроші.

The next method is the method of translating idioms by referring to the history of their origin. Some idiomatic expressions are not common in other languages or cultures, so only studying texts such as myths and legends or old texts will help here.

Double translation is also relevant. For example, the expression “cats and dogs” at one time means “cats and dogs” and “heavy rain”; “break a leg” – to break a leg or wish “Good luck!”; “head in clouds” – the head that is between the clouds, or flying in the clouds, the unconscious mind.

Thus, we can note that the lexical aspect is of crucial importance in order to accurately and effectively convey the content and emotions created by the author. The translator's ability to choose appropriate words and expressions that reflect the unique style and mood of the original work is the key to a successful translation of fiction.