TOWARDS THE ISSUE OF TRANSLATING PROPER NAMES (ON THE MATERIALS OF NATIONAL GEOGRAPHIC MAGAZINE)

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Abstract

The issue of proper names is generating considerable interest in terms of translation studies. It has not yet been established whether to translate them or leave them untranslated. Thus, this paper seeks to address how to solve the problem of proper names translation as a part of culture-specific items. The main objective of the article is to comprehensively investigate the ways of translating names of people, geographical locations, organizations, terms, buildings, toponyms, people's titles, and current strategies applied by translators in popular science discourse. In this context, the article examines the types of translation transformations and methods of both Western and Eastern scholars, representation of transmitting of proper names from English to Kazakh, the best ways of proper names translation complying with the rules of Kazakh language. We believe that we have designed an innovative solution to these issues. We came to the conclusion that proper names are meaningful and able to convey hidden information, which in turn cannot be understood without profound cultural awareness, as well as this form of culture-specific items should be rendered into the target language by using both linguistic and cultural knowledge. The scientific research was based on the materials of National Geographic (USA) in English language and National Geographic Qazaqstan in the Kazakh language.

Keywords: proper names, strategies, popular science discourse, Culture-Specific Items, translation

1 INTRODUCTION

The desire of our country to the equitable and competitive existence in the international economic and educational environment caused by globalization, increasing mediation of professionals in various fields, has led to the transformation of the entire paradigm of language policy. Currently, the Kazakh language is regarded by most employers as a precondition for the professional training of qualified specialists. In recent years, Kazakhstan has put a great emphasis on developing Kazakh language and a great number of state projects in the implementation of the task have emerged as a result. In his recent article "Course towards the future: modernization of Kazakhstan's identity," Nursultan Nazarbayev, the President of the country writes about one of these projects: "…We need to translate in the coming years the world's one hundred best textbooks on the humanities into the Kazakh language to enable our youth to simply access this data..." (Official website of the President of the RK, 2017).

Another major translation project includes the translation and publication of the National Geographic magazine, a world-known media mogul that is published in 40 languages in 80 different countries around the globe. The first Kazakh language issue was published in January 2016 with the welcoming words of the Kazakhstani President. 80% of the material in the magazine is a translation of the original (National Geographic USA version (NG)) into Kazakh. The Kazakh issue of the publication has received a great response from the general audience, however, the quality of these translations was never analysed by scientific experts or scholars. In this research, we discuss only the translation of proper names in this magazine into Kazakh as one of the most challenging issues in translation studies.

Proper names are used in all spheres of human activity, which means that they can be found in a wide variety of functional styles. Translation of proper names requires special attention since errors in translating proper names can lead to inaccuracies and misinformation. Therefore, when translating proper names, the translator faces very difficult tasks, namely: it is necessary to accurately reflect the cultural and national specifics of proper names, to preserve their sounding as much as possible. As the material for the study of this issue, from our point of view, the most relevant are scientific popular texts.

The problem of translating proper names has deep roots in the history of translation studies. Fernandes (2006, as cited in Rouhollah Zarei, 2014) gave the following definition of the proper names: "Dense signifiers in the sense that they contain in themselves clues about the destiny of a personality or indicates of the manner the plot might develop", while Kiviniemi (1982, as cited in Samira Mizani, 2008) believed in large cultural differences between the function and use of proper names in Western language cultures and Eastern traditions. According to Oxford Dictionary, proper names are defined in the following way: "A name used for an individual person, place, or organization, spelt with an initial capital letter" (as cited in Oxford Dictionary).

The proper names have been widely investigated by multiple numbers of scholars. Some of them including Friege gave the following explanation: "The sense of a proper name is grasped by everybody who is sufficiently familiar with the language or totality of designations to which it belongs" (as cited in Sikander Jamil, 2010,) claim the proper names have sense and require cultural knowledge to be translated (p. 157).

However, the proper names in some cases bring to the light certain information about a person or a place. For example, the male's name Ramadan makes the reader aware of some facts: the boy described in the book is a Muslim, who is born in the month of Ramadan according to lunar calendar and lives in one of the Eastern countries. In this case, the proper name is not just denoting the name of the boy, but also giving the information on his faith, month of birth, as well as a place of living. Another example is the last names of people in Central Asia in the Middle Ages such as Abu Nasr Muhammad al-Farabi, Khoja Ahmed Yasawi. Many people that are not aware of Asian cultures, at first glance, do not understand hidden information from the last names of given figures. However, it is not difficult for the person, who has background knowledge on Asian culture, to understand that the last names indicate their countries of origin. Therefore, in case of Abu Nasr Muhammad al-Farabi, his last name makes the readers understand that he was from an ancient city of Farab (Otyrar), at the same time, the last name of Khoja Ahmed indicates that he was from the city of Yasy. Thus, in accordance with the given examples, it is quite possible to assume that proper name is not the tool of designation, but also the notion carrying in itself profound knowledge about person, place, etc.

As Bachman (1990, as cited in Behnaz Sanaty Pour, 2009) specifically points out that, the knowledge of cultural references and of the figurative use of language should be considered as a focal element in the translation process, the translator should pay attention to the issue of proper names' translation into the target language.

In this research, we aim to assess the significance of proper names from the angle of translation studies, to identify the translation strategies, to specify the translation of proper names from English to Kazakh, to determine the common mistakes of Kazakhstani translators and the most convenient proper names' translation strategy in accordance with the rules of the Kazakh language.

The article is based on exploratory research method, as the topic has not been studied profoundly from the point of view of translation from English to Kazakh and quantitative approach as it involves a significant number of examples taken from National Geographic Magazine.

2. THEORETICAL BACKGROUND

2.1 Proper Names as a Subcategory of CSI:

Proper names are undergoing considerable interest in terms of translation studies. There is still a great

ambiguity with regard to its translation. Zeno Vendler (1975, as cited in Vermes Albert Péter, 2000) argues: "Proper names have no meaning (in the sense and not of "reference"), which is borne out by the fact that they do not require translation into another language" (p.90). Other observations indicate the meaningfulness of proper names. It was described by the following scholars: John Stuart Mill (1843/1973, as cited in William G. Lycan (2008), p. 32) contended that proper names are merely labels for individual persons or objects and contribute no more than those individuals themselves to the meanings of sentences in which they occur. Baker refers to cultural entities as *culture-specific concepts*, Newmark defines them as *cultural words*, Nord employs the term *cultureme*, Gambier names them as *culture-specific references*, Robinson, Vlachov and Florin use the term *realia*; Jackson 1998 and Chalmers 2002 defend theories according to which every proper name has two meanings: a uniquely identifying property and the object that instantiates such a property. (Baker, 1992; Newmark, 2010; Nord, 1997; Gambier, 2007; Robinson, 2003, Vlachov & Florin, 1980, as cited in Saulơ Juzelơnienơa, Saulơ Petronienơa , Ksenija Kopylova, 2006, p. 801). Greenbaum and Quirk stated (as cited in Albert Péter Vermes (2001)): "Proper nouns are basically names, by which we understand the designation of specific people, places… Moreover, the concept of name extends to some markers of time and to seasons that are also festivals" (*p.92).*

Proper names fall into several subcategories: names of people, geographical locations, months, days of the week, holidays, astronomical names, newspapers, magazines, journals, books, organizations, companies, religious terms, buildings, monuments, place names, people's titles, historical periods & events, languages, nationalities (as cited in rules for capitalizing proper nouns).

A number of scholars made attempts to solve the problem of proper names translation. Eirlys E. Davies identifies seven types of translation strategies including preservation, addition, omission, globalization, localization, transformations and creation.

Preservation. This strategy can be used when target language hasn't close equivalent to the Source language unit. Davies (as cited in Lolita Petrulionė, Greta Barvainytė, 2013) distinguishes two types of preservation: first, preservation of the form – literal translation, second, preservation of the meaning: "a straightforward translation of the meaningful element(s)."

Addition. Davies's (2003, as cited in Evelina Jaleniauskienė, Vilma Čičelytė, 2009, p. 33) second strategy is the addition, when a translator "decides to keep the original item but supplements the text with whatever information is judged necessary."

Omission. It is an opposition of addition. This strategy is used when it is necessary to omit some culture-specific notions in order to make the Target Language text more comprehensible to readers.

Globalization is similar to generalization. It is used to generalize the meaning of Source Language unit in order to make them understandable.

Localization is described by E. Nida, Laurence Venuti. In their works, this strategy was described as "domestication", "dynamic equivalence." In accordance with this strategy, translation can be made on the basis of Target Language Cultural-Specific norms.

Transformation. This strategy is aimed at modifying the notions of Source Language Unit when rendering it into Target Language Unit.

Creation. The last Davies's strategy is called creation and means creation of a CSI which is firmly or totally different from the Source Text or is not present in there (Davies, 2003, as cited in Evelina Jaleniauskienė, Vilma Čičelytė, 2009, p. 33). This strategy is not of frequent use. A translator can change the place of expressive means (alliteration) in the sentence.

2.2 Proper Names Translation in the History of Kazakh Language

Translation of proper names is not new in the Kazakh language. The proper names were translated by extraordinary methods into Kazakh language at the beginning of translation theory's development in Kazakhstan. For instance, *Pushkin* was translated as *Зеңбіреков (Zenbirekov)*, *Leo Tolstoy* as *Арыстан Жуанов (Arystan Zhuanov)*, as well as characters of Gogol's books: *Sobakevich* as *Итбаев (Itbaev)*, A. Chekhov's *Ovsov* as *Сұлыбаев (Sulybayev)* (Davletova S. E. and Alipbekova L.U., 2013). However, Kazakhstani translators faced lots of challenges in translating the names of historical figures such as kings, queens, ancient treaties and agreements, laws.

According to R.Barikulov (2012), translators had multiple issues when translating the names of kings, queens and titles with the help of transcription.

Table 1. Translation of proper names in "Ортағасырлар тарихы (History of Middle Ages)" by R. Myrzabekova, K. Zhumagulov.

Theoderic the Great	Король I **Теодерих** (419-451) кезеңінде алғашқы заңдар жазыла бастады.
Alaric	Король **Аларихтың** тұсында готтардың қол астында өмрі сүрген римдіктер үшін маңызды заң – Lex Romana Wisigohtorum жарық көрді.
The **Codex Justinianus**	Бұл **Юстинианның кодексі** негізінде жазылған кітаптан тұратын дерек». Карл империясында анналдар тілі, тарихи шығармалар тілі латынның әдеби тіліне жақындап қалды, діни адамдар мен ақсүйектердің бір бөлігі латын тілін қолданды.
John III Sobieski	Хрестиандық Еуропаның османдары жеңуіне үлес қосқан **Ян Собосскийдің** басқаруындағы поляк әскері болды.

The method of transliteration was widely used in the XVIII and XIX centuries. In those days, proper names were translated in many respects by paying attention to the spelling features of the language, which is, not taking into account the peculiarities of the reproduction of the word.

Transcription is one of the most important and wide-spread translation strategies. According to K. Akhanov, (as cited in Ономастика және аударма (Onomastics and translation), p. 16) transcription has two main types. They are phonemic transcription and phonetic transcription. Korenkova (2012) pointed out that transcription is not always used in its pure form in translation, most often it is used in combination with other translation techniques, such as calque, semantic translation and transliteration. For example, South Africa – Оңтүстік Африка (Ontustik Africa) (transcription and semantic translation), Қанішер Абылай (Kanysher Abylai) – Ablai the Bloodthirsty, Әз–Тәуке (Az Tauke) – Wize Tauke, Сарыарқа (Saryarka) – Yellow–Back, Golden Arka.

2.3 Onomastics

The issues of onomastics have always attracted the attention of scientists and are rightly recognized as quite relevant. Onomastic vocabulary is studied in detail in the works of many domestic and foreign linguists. The possibilities of nomination formations from proper names are also considered by a semantic transition of names to common names. As we know, vocabulary is the most dynamic side of the language in any period of time. It represents the smallest degree of abstraction in a language since a word is always subject-oriented; it can be borrowed or re-formed from the elements found in the language. Being an integral part of the language system, the vocabulary is developed and enriched with this system, is in a very complex and multilateral relationship with it.

There are for more than 2000 languages in the world that differ from each other from the angles of morphology, phonetics, syntax and vocabulary. Moreover, each of them has thousands of millions and even more words indicating names of objects of the surrounding world. There are also proper names that draw a distinction between objects. The famous scientist, toponymist E.M. Murzaev (as cited in Ономастика және аударма (Onomastics and translation)) argues that:

It is impossible to imagine today's world without geographical names. Mail, telegraph, trains will suspend their operations, planes at the airport, ships would be incapable to continue their works staying in the anonymous port. In what way the newspapers would inform people about the events taking place in different parts of the earth (p. 85).

According to Merriam Webster Dictionary, "Onomastics is the science or study of the origins and forms of words especially as used in a specialized field" (as cited in Merriam Webster Dictionary).

Proper names are subject to many sciences such as linguistics, geography, history, translation studies. The formation of an independent field of science investigating the problems of proper names is clear evidence of its special importance. Onomastics is a branch of linguistics that studies the use and features of proper names. The term "onomastics" was derived from the Greek word onoma, name and means the art of denoting.

Onomastics became the independent branch of science only in 30th of XX century. Today's theoretical position of onomastics is based on the ideas of scientists of the 13th and 13th centuries on philosophy of names (Thomas Aquinecki, Thomas Gobbe, J. Locke, G. Leibniz, etc.), the study of proper names as the symbols, denominations attributed to individuals was developed, the peculiarities of the proper names were

defined in comparison with other layers of lexicon, the meaning and content of the proper names and the terminology were considered later in XIX-XX centuries in Europe (J. Stewart Mill, H. Joseph, B. Russell, L. Susan Stebbing, A. Nouren, M. Breal etc.) (as cited in Ономастика және аударма (Onomastics and translation), p. 7).

The object of onomastics is proper names which are divided into several types such as toponymy, anthroponymic, ethnonym, astronomy, zoonimika, theonomy, hyponymy.

Scientists have identified several important functions of onomastics. Onomastics gives information about the ethnographic and historical reasons for the emergence of proper names. Proper names, especially anthroponyms and place names appeared not without reason. Anthroponyms like Қанішер Абылай (Kanysher Abylai) – Ablai the Bloodthirsty, Әз–Тәуке (Az Tauke) – Wize Tauke, as well as toponyms like Zhetysu, the Kalmakyrylgan river, the Dzhungar Alatau, Сарыарқа (Saryarka) – Yellow–Back, Golden Arka are vivid examples of the fact that names are closely related to historical events. That is why names are very important in informing the young generation about the historical events of the past.   Hence, the immense stability of proper names, which is persistent not only with revolutionary shifts in the history of a certain language but even with a complete change in the language from one system to another (Ономастика (Onomastics), para. 3). So, onomastics makes possible to investigate the initial language and diachronic changes in it, as well to compare the usage of words in our modern society and in the past.

3. DATA COLLECTION

The study is based on the popular science magazine National Geographic. The corpora constructed for the research work include: National Geographic English (NG-E) consists of original 20 publications of the magazine, more specifically 11 out of 20 total editions were issued in 2016, while the remaining part was published in 2017. Kazakh reference corpus was also included in order to make a comparative analysis with Source Texts: National Geographic translated Kazakh consists of the same number of magazine's editions. English texts are collected from the English National Geographic website based on the publications in the USA, and the Kazakh texts are from the National Geographic translated into Kazakh (National Geographic Kazakhstan). Findings of the research are selectively chosen from the scientific articles published in different issues of the magazine.

4. DATA ANALYSIS AND RESULTS

In National Geographic articles, there are a variety of kinds of proper names. First of all, these are anthroponyms - proper names belonging to a certain person. D.I. Yermolovich (year) divides anthroponyms into a singular (the names of people who have become widely known) and plural (names that are not associated, preferably, with any one person in the language consciousness of a collective). Translation of individual anthroponyms doesn't cause any difficulties, since we can count on regular correspondences already fixed in the translation language, and translation of multiple anthroponyms may require nontrivial decisions from the translator.

The articles also contain many toponyms - names of geographical features. Here we see the names of cities (Embarras, Spot), states (Massachusetts, Florida), streets (Rivington Street, Essex Street), districts (Linoleumville), islands (Staten Island), lakes (Reelfoot Lake).

The systematic study of lexical transformations carried out by Retsker, Komissarov, Koralova, Kuzenko shows that there are seven main types of lexical transformations applied in the process of translation:

- Transcription, transliteration
- Description
- Calque
- Concretization
- Generalization
- Compensation
- Mixed translation

Transformations of nationally peculiar lexical units in the process of translation become inevitable as a result of difference existing between the ways and means of expression of the same meanings in the source language and in the target language. Thus, we have undertaken this research by the lexical transformation

techniques.

Transliteration is a formal letter-by-letter re-creation of the original lexical unit using the alphabet of the translating language, a literal imitation of the form of the original word. This technique is in demand in cases where languages use different graphics systems, the units of which put in a certain correspondence with each other. The written form of the name with this method of translation is distorted minimally, what is its main advantage. However, the sounding of the word may be distorted, since very often during transliteration, the borrowing language imposes to the proper names pronunciation corresponding to its own reading rules. Therefore, it is better if the roper name in the translated text is transmitted as close as possible to its original sound. In the articles we studied, we were guided by this method of translation, for example, in such cases as *Brent Stirton - Брент Стиртон, Leonardo DiCaprio - Леонардо Ди Каприо, John Russo - Джон Руссо, Arizona - Аризона, Kennicott - Кенникот* (in the last two cases, the transliteration coincides with the transcription). Transliteration in its pure form is used quite rarely, often a combination of transliteration and transcription can be found. Translational transcription is a formal phonetic re-creation of the original lexical unit using the phonemes of the translating language, a phonetic imitation of the original word. This translation method is intended to transmit the sounding of the original word, but it also includes transliteration elements.

The leading method in modern translation practice is transcription with preservation of some elements of transliteration. Transcription, according to Merriam Webster, is the act of making a written, printed, or typed copy of words that have been spoken (Dictionary by Merriam Webster). Its origins are in the Latin verb for "to transcribe" (transcribere: trans (over) + scribere (write) (as cited in Transcription and Translation: What's the Difference?). The transcription system assumes the observance of the principle of a one-to-one correspondence between the phonemes of the original and their graphic correspondences in the translating language. So, for example, the surname Whalen in translation into Kazakh is *Уален*, SeavView (the name of the hospital) is translated as the *Си Вью ауруханасы*. Sometimes the borrowing language imposes another stress on the name. This often happens with geographic names and is due to the phonetic preferences of the translating language. For example, the English Washington (the first syllable is stressed) corresponds to the Kazakh *Вашингтон* (the third syllable is stressed).

Table 2. Application of transliteration and transcription strategies

Method	National Geographic	Kazakh version
Transliteration	From the slums of **Rio de Janeiro** to the high-rises of Beijing, we posed the same questions to a diverse cast of nine-year-olds. "I call it melting cannibalism," says lead investigator **Marco Tedesco**. Human blood filters through pig lungs in the lab of **Lars Burdorf** at the University of Maryland School of Medicine. In late August 2015, the tension over the influx of refugees from the Middle East had grown extreme. Seventy-one people were found dead, abandoned by traickers, in a locked truck in **Austria**.	**Рио Де Жанейроның** кедей жақтарынан Пекиннің дәулетті аудандарына дейін кезіктірген ой өрісі тоғыз жасар балғындарға бірдей сұрақ бағыттадық. «Мен бұны «каннибал мұздықтар» деп атаймын», - дейді зерттеуші **Марко Тедеско.** Мэриленд университеті медицина факультутінің зерттеушісі **Ларс Бурдофтың** зертханасында адам қаны шошқаның өкпесінде сүзілуден өткізіліп жатыр. 2015 жылғы тамыздың соңында Таяу Шығыстан ағылған босқындарға байланысты шиеленіс тіпті өршіп кетті. **Аустрияда** заңсыз кісі тасымалдаушылар тастап кеткен жүк көлігінде қамалған 71 адамның денесі табылды.
Transcription	In the Sonoran Desert near **Red Rock**, Arizona, a fast-moving electrical storm and a rainbow share the sky in this composite image. **Kieran Manuel Roselli**, of Ottawa, says he would destroy terrorists.	Аризонаның **РедРок** таулы аймағындағы Сонора шөлінде найзағай жарқылдап, кемпірқосақпен үйлесім тауып тұр. **Оттавалық Киран Мануель Розели** болса, «лаңкестердің көзін жойсам» дегенді айтады.

	Avery Jackson swipes a rainbow-streaked wisp of hair from her eyes and considers the question. "Everything about being a girl is good!"	Эйвери Джексон кемпірқосақ түсті етіп боялған бір уыс шашын көзінен ысырып тастап, былай жауап берді: "Қыз болу барлық жағынан жақсы".

Explicatory translation is one of the difficult forms of translation transformations. In explicatory translation, a SL word can be rendered into a TL word by giving explanation or definition in order to make the word understandable to the TL readers. Mahmoud Ordudari (2007) argues that:

Descriptive or self-explanatory translation: It uses generic terms (not CBTs) to convey the meaning. It is appropriate in a wide variety of contexts where formal equivalence is considered insufficiently clear. In a text aimed at a specialized reader, it can be helpful to add the original Source Language term to avoid ambiguity.

Table 3. Application of explicatory translation strategy

Method	National Geographic	Kazakh version
Explicatory	Duke Eye Center

A group led by George Church, a professor at Harvard Medical School and MIT, used the tool to remove all 62 occurrences of PERV genes from a pig's kidney cell. | Герцог атындағы Офтальмология орталығы Гарвард медицина мектебі мен Массачусетс технология институтының профессоры Джордж Черч бастаған ғалымдар тобы шошқаның бүйрек жасушаларындағы PERV жұқтырған 62 геннің бәрін алып тастаған. |

Another way of translating proper names is calque - a way of translating a lexical unit of the original by replacing its constituent parts: morphemes or words (in the case of fixed expressions and phrases) with their lexical matches in the Target Language. Calque is also known as loan translation and used mainly in a combination of transcription and semantic translation. Very often, calque when translating is accompanied by various transformations (morphological, syntactic, etc.) For example, a change in the order of the elements being translated by means of calque.

Jacek Tadeusz Waliński argues that:

Calque is a special kind of borrowing in which the Target Language borrows an expression form the SL by translating literally each of the original elements. The result creates either, a lexical calque, which preserves the syntactic structure of the Target Language, but at the same time introduces a new mode of expression; or a structural calque, which introduces a new construction into the language (p.59).

Table 4. An application of calque

Method	National Geographic	Kazakh version
Calque	When Yukinori Kawae explores the **Great Pyramids** at Giza, he isn't after treasure or lost chambers—he's looking for dimensions.
Seventy percent of his crop, Garibaldi says, is exported to the **European Union and North America**.
Twice in the past 50 years, wildlife ecologists assumed that the animals, which were once plentiful throughout the **Great Plains**, had gone extinct. | Юкинори Каваи Гизадағы **«Алып пирамидаларды»** қазына табу үшін зерттеп жүрген жоқ.

Гарибалдидің айтуынша, оның өнімінің 70 пайызы **Еуропалық Одақ пен Солтүстік Америкаға** экспортталады.
Жабайы табиғат экологтары бір кездері **Ұлы Жазықта** топ-тобымен жортқан бұл аңдар түбірімен жойылды деп елу жылда екі рет хабарлаған. |

Scientific literature defines concretization as the process of changing from words and collocations, which have broader meanings, into words and collocations of narrower meanings (Armalytė, Pažūsis, 1990, as cited in Karolina Butkuvienė, 2004. p. 10). Concretization is the choice of a more specific word in translation which gives a more detailed description of the idea than does the word in the ST.

Table5. Application of concretization

Method	National Geographic	Kazakh version
Concretization	**Pope Francis** and President Obama—who both have the ability to galvanize millions of people—to activists like Sunita Narain, a tremendous voice in India who's calling for her country to be part of a global solution. The **Dirt** on Mars.	Түсірілім барысында **Рим Папасы Франциск**, Президент Обама, өз халқын аталмыш іс-шараға үлес қосуға үндеп жүрген Үндістандағы танымал саясаткер Сунита Нарейнс сынды миллиондаған адамды иландыра алатын беделді тұлғаларды сұхбатқа тарттық. Марста **көк** өседі ме?

Generalization is commonly described as the replacement of the Source Language unit with the Target Language unit that has a broader meaning. The strategy avoids specific details and fails to correspond to the high degree of accuracy. According to Krupnov, "generalization is the phenomena opposite to concretization - Change of the SL lexical units which have narrow meanings into the Target Language lexical units of broader meanings" (1979, as cited in Karolina Butkuvienė, 2004, p. 11)

*Compensation is a process of transmitting the meaning of Source Language, which can be lost in the process of transformation, by placing this unit in some other place or using another method of conveying the message. Ali A. Boori (2000, p. 37) state that, "c*ompensation is a technique which involves making up for the loss of a source text effect by recreating a similar effect in the target text through means that are specific to the target language and/or text."

Many scholars consider *calque*, descriptive and mixed translation (transcription and semantic translation) as the translation methods applied to the translation of Culture-Specific vocabulary.

Mixed translation can be defined as a combination of *transcription* and semantic translation. The method is widely used in translation of names of geographical places, countries, landscapes, names of organizations.

Table 6. Application of mixed translation

Method	National Geographic	Kazakh version
Mixed translation	With the mating season under way, two common toads get intimately acquainted in a shallow section of the **Lez River**. Mozambican authorities say these men confessed to intending to poach a rhino in South Africa's **Kruger National Park.** In April poachers shot a greater one-horned rhino with AK-47s in India's **Kaziranga National Park** hours after the Duke and Duchess of Cambridge had visited the park to promote conservation. Suddenly tomato juice—or maybe even a **Bloody Mary**—sounds delicious. A worker waits to enter a clean room at **China Regenerative Medicine** International in Shenzhen, where pig corneas are modified for transplant into humans.	**Лез өзенінің** таяз жерінде құрбақалар биі басталды. Сәуірде Кембридж герцогы мен герцогинясы жануарларды сақтап қалуға септігін тигізу үшін саябаққа келіп кеткеннен кейін, браконьерлер Үндістанның **Казиранга Ұлттық саябағында** сыңар мүйізді ірі мүйізтұмсықты АК-47-мен атып өлтірді. Ең қызығы, әуеде қызанақ шырыны, тіпті **«Қандықол Мэри»** атты қызанақ коктейлінің өзі кенет дәмді болып кетеді. Жұмысшы Шэньчжэнь қаласындағы **Қытайдың халықаралық регенеративті медицина орталығының** бөлмесіне кіргелі тұр.

5. DISCUSSION

Proper names are the culture-specific items carrying additional information on person, place, titles, etc. In this regard, the translation of proper names creates a lot of problem for translators. Proper names have been

thoroughly studied by many scientists. Some of them suggested that proper names should be left in the same way as in the source language, whereas another group of scientists proposed to translate proper names by using special strategies devoted to the translation of culture-specific items.

The translation of proper names can significantly differ and have several alternative variants in the language. This problem is related to different translation strategies applied by the translators.

Different branches of science studied the essentials of proper names. However, a separate science - onomastics was created, due to acute need for investigation of proper names' peculiarities and significance. Onomastics studies the use and peculiarities of proper names.

After analyzing a number of proper names in articles from National Geographic journals, we came to the conclusion that the translator should make a translation decision taking into account all the components of the form and content of proper names, i.e. choose one of the following translation methods: 1) transliteration; 2) transcription; 3) transposition; 4) calque or 5) a combination of these techniques. As we found out, the combination of transcription and transliteration is most often used. But, of course, each proper name is considered individually, and in accordance with this a correct translation decision is made.

Translators need a profound knowledge of Source Language and Target Language. The background knowledge of translators shouldn't be limited only by grammar, phonetics and morphology, but it should also include knowledge on Culture-Specific Items. Translators should be careful with the translation of proper names otherwise Target Language audience would be confused with the translated material. Knowledge and commonly accepted standard of proper names' translation is needed to Kazakhstani translators to convey Source Language text in a proper manner. In this regard, we recommend translators to attach great importance to the translation of proper names, as they are able to make readers aware of information necessary for reaching complete comprehension of the text.

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