

WAYS TO TRANSLATE FILMS TITLE FROM ENGLISH INTO RUSSIAN

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Abstract. The article is devoted to the issues of ways of translating film titles from English into Russian. Concepts, translation and film are analyzed. Much attention is paid to the ways of translating film titles from English into Russian. The ways of translations are considered in detail.

Keywords: film, translation, method, Russian, English, language, film, translator.

Currently, foreign films are in great demand in Russia. Their original titles are in a foreign language and must be translated.

The name of the film plays a big role in understanding the film as a whole and the main idea contained in it. Therefore, the translator must be very careful when translating the title of the film in order to make it as resonant and meaningful as the original.

Film – a set of photographic images (frames) sequentially located on a film, connected by a single plot and intended for playback on a screen; film work. Wikipedia gives us this definition. Film is considered by many to be an important art form; films entertain, educate, enlighten and inspire audiences.

Translation is an activity that consists in transferring the content of a text in one language by means of another language. The purpose of the translation is to establish an equivalence relation between the source and final texts [1].

Film translation plays a unique role in the development of both national stereotypes. Films can be an extremely influential and extremely powerful vehicle for conveying values, ideas and information. Different cultures are presented not only verbally but also visually as a film that conveys meaning through multiple channels such as picture, dialogue and music. Items that used to be specific to a culture tend to spread and invade other cultures. The choice of how the film is translated contributes greatly to the reception of the source language film in the target culture. The methods depend on various factors, such as the history, tradition or translation of films in a given country.

The translation of films has its own specifics, due to several factors at once. First of all, it has both signs of written and oral translation.

Traditionally, the major share of imported films in Russian film distribution is made up of Hollywood productions. Accordingly, the translation of films is most often a translation from English.

In connection with many years of experience in translating film titles, translators have developed certain approaches or translation trends, which we will consider in more detail [3].

Lexical translation - the names are translated into Russian word for word.

The next trend is pragmatic translation. A. D. Lishansky expressively writes about this: "The communicative ability of those who speak a language includes, in addition to linguistic knowledge, the ability to interpret the linguistic content of an utterance and derive contextual meaning from it." Such skills are necessary for the translator of films, the titles of which can be both the key phrase of the film and a metaphor. Therefore, taking into account the pragmatics of the original name involves the use of various adaptation strategies that help the reader (potential viewer) to derive the most appropriate meaning for the content of the film, which is impossible with a literal translation. For this type of translation, it is necessary to take into account the so-called socio-cultural influence, which, in some cases, forces the translator to reduce or completely omit everything that is considered unacceptable in the receiving culture for ideological, moral or aesthetic reasons.

Comparative analysis shows that when translating names, adaptations are observed, which often differ in Russian translations.

Among the translation trends, genre adaptation is increasingly common, in which linguistic units are involved in the translation, correlating the title of the film with a certain genre, so to speak, explicating the genre.

Another trend, called semantic, involves the transfer of the main idea. That is, the name in Russian may be far from the original source, but is connected with the main theme of the story [4].

Translations of film adaptation titles are a special object of analysis, since in this case it is necessary to trace the adequacy of several titles.

Another trend is the title of the film based on the name of the main character. The single personal name of the protagonist of a feature film is most often transmitted unchanged. The name of the film, which is based on an animated film well known to the American audience, is *The Grinch*. For the Russian viewer, such a character is not familiar, therefore, in the Russian translation, this gap is filled with an explanation: *The Grinch is the thief of Christmas*.

An analysis of the titles of films translated into Russian showed a rather mixed picture, however, some patterns and trends can be identified [2].

Thus, we can conclude that the title of the film should be related directly to the idea of the film. The worst translation of the title can be considered the one that remains incomprehensible even after watching the movie.

Literary translations are not the most interesting for moviegoers compared to literal translations and do not always convey the main idea. At the same time, the adaptation work of translators can be considered productive, as they make the film more visible, among numerous other films, help the audience determine the genre of the film in order to attract a certain category of viewer.

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