

LINGUISTICS AND VIETNAMESE LINGUISTICS

EXPLORING PROPER NAME TRANSLATION PROCEDURES: A COMPREHENSIVE REVISIT AND SUGGESTIONS

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ABSTRACT: Translation activities can present unique challenges, particularly when it comes to translating proper names. In this article, proper names are regarded as semantic units that have their own life in each language, necessitating their translation into other languages. While this can be one of the most difficult aspects of translation, it can also be among the most rewarding. To help address the complexities of proper name translation, this article provides an overview of the translation procedures proposed by prominent linguists and translation theorists. Drawing on comparisons with Vietnamese, the article provides practical suggestions to help translators navigate proper name translation with greater ease and effectiveness.

KEY WORDS: proper name; translation procedure; common noun; Vietnamese; English.

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1. Introduction

Translation is a type of communication that aims to establish interpretive resemblance between the source and target texts using the principle of optimal resemblance. Derived from the word “transfer”, the term “translation” thus conveys the impression that whatever is in one language can be transferred to another. However, this transference is difficult to achieve, especially when dealing with cultural associations in which proper names (PNs henceforth) are one of the most outstanding.

PNs “occupy an exceptional position in the language system,” according to Hermans (1988, p.12). Translating PNs can therefore be challenging due to their historical, semantic, geographical, or social meanings in a particular culture (Newmark, 1988; Nyangeri & Wangari, 2019). Many other scholars maintain translating PNs is a complex issue that is closely linked to the question of what the proper name actually means (see also Hanaoka, 2002; Nguyen Viet Khoa, 2021; Vermes, 2003).

The principle that PNs should not be translated is widely accepted among linguists and scholars (Bassnett, 1980; Jacobson, 1959; Nida, 1964). However, the need to translate PNs is still there, especially when the names contain connotations or are not recognizable in the target language (TL henceforth). PNs are regarded to have etymological, geographical, historical, and even cultural meanings, thus leaving them out of translation was ruled undesirable (Juzeleniene et al., 2016). Proper name translation is one of the most difficult operations. This complication stems from two issues: the lack of a specific theory regarding name translation and the current trends. The uncertainty about what to do stems from differing perspectives on the meaning of PNs (Rodríguez, 2014).

The purpose of this article is to help translators who encounter PNs in a foreign language that needs to be translated into their mother tongue and vice versa. To investigate the best practices for proper name translation, the author will draw on the insights of linguists and translation theorists. Based on the Vietnamese context, the article will also provide translators with practical suggestions and approaches for effectively navigating the challenges of proper name translation.

2. Common nouns and proper nouns

It is widely accepted in the study of grammar that nouns are basically classified as common or proper. Common nouns refer to a class of entities (e.g., *cat*, *dog*), while proper nouns have a unique

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referent (e.g., *Mary, Hùng, Brighton, Huế*). One way to describe proper nouns is that they refer to particular people or things, whereas common nouns refer to broad categories of items. Proper nouns are part of the linguistic system of the community which may have no meaning in the way that a common name does. There are various points of view in the sense that some scholars believe proper nouns carry no meaning, but others confirm they have meaning like other words.

There are cases that could be classified in either direction depending on how the noun is used. Besides, in other instances, the borderline between common and proper nouns may sometimes be entirely or largely indistinguishable. While proper nouns and common nouns have different grammars and meanings, there are several situations where they overlap. For instance, not all capitalized words are proper nouns, even if proper nouns are capitalized. Interesting examples of this ambiguity can be found in Coates' binominals, such as *Dalai Lama/lama, West Bank/bank, or Sun/sun*. Proper nouns often refer to particular people or things, but in some circumstances, a common noun employed in a specific way might refer to a particular thing and serve as a proper noun (Coates, 2000).

The term “đảng” is referenced by Nguyen Viet Khoa (2022) as an illustrative example. The word *Đảng* ‘the Party’ or *đảng* ‘the party’ has long been used in both written and spoken Vietnamese to refer to *Đảng Cộng sản Việt Nam* ‘The Communist Party of Viet Nam’. The word *party* in this example definitely denotes a unique entity (i.e., a unique party, a unique area). “The Vietnamese” is another example. When used in the collective sense, the term “The Vietnamese” is an ethnonym that refers to the ethnic group native to Viet Nam. In this context, it serves as a proper name, designating a particular group of individuals with a common ancestry and culture. However, when used in the singular, the word may be used to refer to a specific member of the ethnic group known by the proper name *The Vietnamese*, although it does not act as a proper name in that case. In addition, there are examples in which the same word can function as both a common noun and a proper noun, where one such entity is special (e.g., *city* and *City*). The distinction between common and proper nouns can occasionally be hazy or challenging to make.

In many other cases, determining whether a noun is proper or common is extremely difficult. This difficulty is posed, for example, by popular brands or trademarks. In such cases, the brand name is simply used as a generic term (i.e., it denotes a class of items, not a branded individual subset of that class). Nguyen Viet Khoa (2022) references several examples, including *Sellotape* ‘sticky material’, *Google* ‘search engine’, *Honda* ‘motorbike’, *Bim Bim* ‘crisps’, *Sở Khanh* ‘libertine’. All of these names were originally PNs, and they are all still valid PNs. Nonetheless, they have “imported” so many common noun characteristics that they now function as true common nouns. They may be seen as courting properhood because they are used to refer to unique objects at the time of usage.

In terms of idiomatic expressions, a proper noun can be discarded in translation. For example, “To carry coals to *Newcastle*” may find no full equivalence and no proper noun in its Vietnamese version, which may literally mean “To carry firewood (back) to the woods” (Chở củi về rừng).

As regards translation, one of the questions which usually addresses the notion of “proper nouns” in any language is whether they should be translated or not. If the answer is “Yes”, then it means the translator dares to explore one of the most difficult areas - translation of proper nouns. Although names are important to readers, even professional translators have trouble with names since the translation of unknown terms still remains a problem. There must be procedures or strategies which could be employed to provide the translator with appropriate solutions to this problem.

It is noted that the terms “proper noun” and “proper name” may be used interchangeably as a proper noun or proper name is a specific name of a particular entity. However, in onomastics, a fine distinction between the two terms is made. PNs differ from proper nouns in that they can contain ordinary dictionary words (Chalker, 1998). In more technical terms, a proper noun is a grammatical noun subclass, whereas a proper name is “the institutionalized name of some specific person, place,

organization, etc., institutionalized by some formal act of naming and/or registration”, according to Huddleston (1996, p.96).

In short, the distinction between common and proper nouns can be blurred at times, making it difficult to arrive at a universally accepted definition of PNs. Van Langendonck's pragmatic-semantic-syntactic approach to defining PNs is well suited to this context, especially from a Vietnamese standpoint. Adopting this definition, however, implies that a proper name can be either a noun or a noun phrase, depending on the context. PNs are defined in this article as names of people, places, or special things that are assumed to serve the functions of referring and addressing. PNs are thus traditionally used to identify, label, and describe distinct entities, according to this argument.

3. Translation of proper names

When translating from one language to another, PNs (or proper nouns), can be handled in a variety of ways. The first technique is to completely transfer the proper name from the source language (*SL* henceforth) to the TL, accounting for any differences in spelling or pronunciation. The second approach is to transfer the proper name in part while also translating some of it. The third approach is to replace the proper name in the TL with a similar or completely different name. The final option is to omit the proper name entirely from the translation. In the following sections, each of these approaches in greater detail is to be discussed.

Translation is the process of converting written or spoken text from one language into another while retaining the original text's intended meaning (Catford, 1965). It entails translating the words, sentences, and ideas expressed in the SL into the TL in a way that accurately reflects the original message's meaning and intent. This necessitates not only linguistic expertise, but also understanding of the cultural and social contexts in which the text was created and will be received.

As a result, translation is defined as textually transforming, delivering, or transferring a message, thoughts, or ideas from one language into another without changing the meaning of the SL message. Translation requires not only linguistic knowledge, but also knowledge of the customs and cultures of both the source and target languages.

In the context of proper name translation, if a proper name does not contain any implicit information, it will be kept in the TL. If it contains specific information, it will be translated unless the translator wants to include a gloss or notice. Some scholars, however, argue that PNs should be preserved in their original form and transliterated rather than translated. Tarnóczy (1996, as cited in Vermes 2001), for example, suggests that PNs be transliterated to preserve their original sound and meaning. This approach can help preserve the original text's cultural and historical context while also making it easier for readers to identify and understand the PNs being referenced.

In brief, PNs can be translated in a variety of ways. In general, depending on the context and purpose of the translation, a proper name can be translated, transliterated, or left unchanged. PNs that do not have a specific meaning or cultural significance, such as names of people, places, and historical events, are frequently preserved in their original form. However, if a proper name in the SL has a specific meaning or connotation, it may be translated into the TL to convey the same meaning. PNs in stories may be translated if they have equivalent meanings in the TL, as Cámara-Aguilera (2008) suggests. This can be accomplished by copying, transcribing, subtitling, recreating, or adapting the SL's name into the TL. However, if a proper name is meaningful and its translation accurately conveys its significance in the TL, it should be translated. Finally, how a translator handles PNs in translation will be determined by their interpretation of the source text, knowledge of the SL and culture, and the preferences of the intended audience.

4. Translation procedures for proper names

In this section, we will discuss various translation procedures that are commonly used to translate PNs, as proposed by some well-known translation scholars such as Newmark (1988), Baker (1992),

Venuti (1995), Davies (2003), and Vermes (2003). We will explore each procedure in detail and provide examples to illustrate their effectiveness. PNs can be challenging to translate due to their unique cultural and linguistic associations, and understanding these procedures can help translators accurately convey their meaning and significance in the TL.

We choose to explore the procedures, instead of methods, strategies or others, to deal with the translation of proper name since a proper name is considered a noun or a noun phrase. This is distinguished by Newmark (1988, p.81) as such “translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language”.

4.1. Newmark's procedures

Newmark (1988) suggests four main procedures for translating PNs, namely Direct transfer, Transliteration, Translation by meaning, Replacement.

4.1.1. Direct transfer

This entails directly translating the proper name from the SL into the TL. In other words, this procedure is used when the proper name's meaning is clear and unambiguous and there is a direct equivalent in the TL. This approach is frequently used when the name has a well-established, widely recognized form in the TL, such as names of famous people or places.

The proper name *London*, for example, can be directly transferred to the TL without modification because it is a widely recognized name with a clear message and equivalent in many languages. Despite direct transfer circumstances, the intended audience, the cultural settings, and any potential implications or associations that the proper name may have in the TL may all need to be taken into account by the translator.

4.1.2. Transliteration

With this procedure, PNs are phonetically translated from one language to another while keeping their original spelling or sound. This approach is employed when there is no direct translation for the proper name in the TL and the source and target languages have distinct writing systems or phonetic patterns. For instance, Vietnamese speakers can write the English *London* as *Luân Đôn*, or the Russian *Москва* as *Mát-xcơ-va*. The choice of transliteration may differ depending on the context and goals of the translation, as well as the translator's or the intended audience's tastes.

4.1.3. Translation by meaning

In this procedure, rather than simply transliterating or transferring the SL proper name, the translator attempts to find a TL equivalent that conveys the same meaning. The “Translation by meaning” procedure consists of these four steps:

- i) The meaning and connotations of the proper name in the original language must be ascertained first. Understanding any cultural or historical allusions that the name might have is part of this.
- ii) The translator then chooses a proper name in the TL that resembles the name in the SL in meaning or connotation, or they choose a common noun that accurately conveys the proper name's main meaning.
- iii) The next step is to determine whether the selected TL name is appropriate for the target audience.
- iv) If there is no appropriate name in the TL, the translator may think about coining a new proper name that conveys the same meaning or connotation as the name in the SL.

In this procedure, the translator manages to provide a translation that accurately conveys the content of the original text by concentrating on the name's meaning and cultural connotations. For example, the Vietnamese idiom with a proper name “Nợ như *chúa Chổm*” might be translated into English as “To be deep in debt”, which literally means “To get into debt like *Lord Chom*”. However, the connotation of *chúa Chổm* in Vietnamese, such as a big debtor, may not be captured by a direct translation. Instead, the translator could choose an English idiom that conveys similar connotations, such as “deep in debt” or “in the red”, which is also equivalent in meaning.

When dealing with PNs that have no direct translation in the TL or when the name in the TL has cultural or historical importance that would be lost in a direct transliteration, this procedure can be especially supportive. The translator can produce a translation that accurately conveys the intended meaning and cultural nuance of the source text by concentrating on the connotations and meaning of the name.

4.1.4. Replacement

This procedure is used for proper name translation in a way that replaces the original proper name with another name that has a similar meaning in the TL. The first step in this procedure is to determine the closest equivalent in the TL to the meaning of the original name. The translator must then consider the original name's cultural or historical significance and ensure that the replacement of name does not compromise the intended meaning or cultural context. The translator may also need to ensure that it's easy for the target audience to recognize and memorize the sound and pronunciation of the replaced name.

This process is frequently used when it is difficult for the intended audience to pronounce the original name or it is unknown to the intended audience, or when the original name may not have a clear meaning in the TL. *Hồ Hoàn Kiếm*, for instance, is one of many well-known proper names in Ha Noi, Viet Nam.

According to the legend, after defeating the Ming China, Emperor Lê Lợi was boating on the lake when a Golden Turtle God (Kim Qui) surfaced and asked for his magic sword, Heaven's Will. Lê Lợi concluded that Kim Qui had come to reclaim the sword that its master, a local God, the Dragon King (*Long Vương*) had given Lợi sometime earlier to defeat Ming China. Later, the Emperor gave the sword back to the turtle after he finished fighting off the Chinese. It is now frequently referred to as *Sword Lake* (*Hồ Gươm*) or *Lake of the Returned Sword* (*Hồ Hoàn Kiếm*) in English. This is an illustration of how a proper name is swapped out with one that accurately conveys its meaning in the TL.

Overall, Newmark's procedures focus on how important it is to take into account the context and cultural meaning of PNs as well as how to manage each name on an individual basis utilizing a flexible and nuanced approach.

4.2. Baker's procedures

Retention, substitution, and adaptation are the three methods recommended by renowned translation theorist Baker (1992) when translating proper nouns.

4.2.1. Retention

When a name has important cultural, historical, or political connotations that should be preserved, this procedure is frequently used. This technique is generally applied to names that are well-known or instantly identifiable in the TL, such as those of nations or significant cities. Retention can also be employed for names of cultural or historical importance, as well as for names that are challenging to translate because of their distinctive spelling or pronunciation. To help the reader, a brief justification or clarification of the term might occasionally be included in parenthesis or as a footnote. Overall, retention enables the maintenance of the original name and its linguistic, anthropological, and historical connotations.

The English term *Hà Nội* serves as an illustration of the Vietnamese retention process. The name of the nation's capital in Vietnamese is *Hà Nội* - a proper name having a distinct meaning and cultural importance. It is appropriate to retain it as *Hà Nội* rather than translating it into "*within the river*" in English (since it literally means so in Chinese Vietnamese). If *Hà Nội* is so translated into English, it would dilute the cultural and historical significance of the name. Additionally, a traditional Vietnamese noodle dish called *Phở* can serve as another illustration. It would be more culturally significant and distinctive to keep the dish's original name rather than translating it into *noodle soup* in English and furthermore *Phở* is really different from *noodle soup* with different recipes.

4.2.2. Substitution

According to Baker's framework, the substitution process is swapping out a proper name from the source text for one that is grammatically and culturally appropriate in the TL. This may be required if the original name has meanings or connections that are inappropriate for the intended audience or if the name is unfamiliar to the intended cultural audience. If the translation of the original name into the TL is obviously impossible, substitution can also be utilized. A name with comparable phonetic or semantic characteristics could be substituted in this situation. However, it is important to take precautions to make sure the replacement holds the same level of meaning as the original name and avoids adding any unexpected associations or connotations.

In Baker's words, this method entails substituting a culturally unique item or expression with a TL item that "does not have the same propositional meaning but is likely to have a similar impact" on target reader" (Baker, 1992, p. 40). For example, a *Vice Chancellor* in a British university should be translated into Vietnamese as *Giám đốc điều hành (của đại học)* instead of *Phó Hiệu trưởng* because *Vice Chancellor* is in charge of the work of running the university. If this position is translated as *Phó Hiệu trưởng* or *Phó Giám đốc*, Vietnamese speakers will believe that he or she does not play the primary role in the university and thus has no or less decisive power. However, that is not true since a chancellor is the official head of a university but only has duties at various ceremonies.

4.2.3. Adaptation

The adaptation procedure in Baker's approach involves modifying or changing the proper name in the SL to better suit the target culture or language. This is about changing the proper name's form, pronunciation, or spelling in order to create a more recognizable or easily pronounceable name in the TL. If it is difficult to pronounce a name or a name has negative or undesirable connotations in the target culture, adaptation may get involved. In this case, the translator may use a related term or a different name that the target audience is more familiar with or accepts. If the target culture does not have an equivalent to the SL name, or if the source language name has historical or cultural connotations that are not applicable to the TL, the adaptation procedure can be used. In such cases, the translator may use a name that has the same meaning or concept as the source language name but is more appropriate or meaningful in the TL.

For example, the Vietnamese idiom "*châu chấu đá voi*" may be translated into English as "*David and Goliath*". Or, in the sentence "This firm is a *Goliath* in the electric vehicle industry/ a *Goliath* of the computer industry", *Goliath* should be "gã khổng lồ" or "ông lớn" in Vietnamese if the adaptation procedure is employed.

4.3. Lawrence Venuti's procedures

The concept of foreignization and domestication in the translation field was first put forward by Venuti (1995), a translation theorist.

4.3.1. Domestication

Domestication, as proposed by Venuti, is a translation strategy that involves culturally familiarizing the source text for the target audience by adapting it to their cultural and linguistic conventions. This view shares Nida's (1964) perspective on translation domestication, which emphasizes the importance of adapting the translation to the target culture while remaining faithful to the original text. Domestication is accomplished by modifying the source text to make it more understandable and appealing to the intended audience. This may include changing the proper name's form, syntax, or meaning to fit the target culture.

An example of domestication is the translation of the Vietnamese title *Truyện Kiều* into English, which is literally rendered to *The Tale of Kieu*. The domesticated version really is easier for English speakers to comprehend.

4.3.2. Foreignization

Foreignization, on the other hand, entails retaining the proper name's original spelling, pronunciation, and cultural significance in the TL, even if it is unfamiliar or strange to the target audience. The goal of foreignization is to preserve the text's foreignness and otherness while also giving readers the opportunity to experience a different culture and worldview. According to Venuti, this approach is critical in order to maintain the source text's foreignness and strangeness while avoiding the tendency of translation to make the foreign text more familiar and understandable to the target audience.

An example of foreignization in translation might be the retention of a foreign word or phrase, without providing an equivalent in the TL. For instance, instead of translating the name *New Zealand* into the Vietnamese equivalent, which is *Tân Tây Lan* a foreignized approach would retain the original name as *New Zealand* in the Vietnamese text.

Venuti (1995) holds that the decision between domestication and foreignization should take the translator's goals, the target audience's expectations, and the text's historical and cultural context into consideration. A more open translation process should be applied to show the cultural contrasts between the source and destination languages and expose how foreign the original content is.

4.4. Davies' procedures

Davies (2003) outlines three procedures for translating PNs: transliteration, replacement, and cultural equivalence.

4.4.1. Transliteration

Transliteration is the process of translating a name's spelling from one language to another, frequently with some pronunciation modifications. An illustration of this would be the English name for *Ho Chi Minh City* from its Vietnamese name, *Thành phố Hồ Chí Minh*. In this instance, the Vietnamese name has been altered to conform to English pronunciation norms and transliterated into the English alphabet.

4.4.2. Replacement

This implicates changing the original name to one that is comparable to it in the TL, either in meaning or in sound. For example, both the German name *Klaus* and the English name *Nicholas* have a similar cultural significance as traditional names for boys born around Christmas time. In Vietnamese, *Santa Claus* can be translated as *Ông già Noel*, which is a cultural equivalent that conveys the same meaning and cultural significance. Nonetheless, this technique should be employed with caution and after taking the work's cultural and literary context into account.

4.4.3. Cultural equivalence

This involves translating the name's meaning or cultural significance rather than its sounds or spelling. Let see an example of a name given to an unidentified person. In many English-speaking countries, the name *John Doe* is used; the equivalent name in Spanish-speaking countries is *Juan Pérez* or *Juan Garca*; the equivalent name in French is *Monsieur Dupont* or *Monsieur Durand*. Another example is *David* and *Goliath*. The dual is a cultural equivalent to a situation in which a weaker opponent defeats a stronger opponent. Although the story of *David* and *Goliath* is found in the Bible, the onomastical phrase *David and Goliath* has become a common cultural reference in many languages and cultures (see also §4.2.3).

4.4. Vermes' procedures

The various treatments that PNs are subject to in the process of translation are categorized into four translation operations, according to Vermes (2003).

4.4.1. Transference

Transference is used when translators “incorporate the SL proper name unchanged into the TL text”. For example, *Hà Nội* in Vietnamese will be *Hà Nội* in English. This procedure involves representing the sounds of the original name in the TL using its own writing system.

4.4.2. Substitution

This procedure refers “to those cases where the TL name has a conventional correspondent in the TL, which replaces the SL item in the translation” (p.93). It involves replacing the original name with a name that is culturally equivalent in the TL, even if it has a different etymology or meaning. For example, the French name *Jean* could be replaced with *John* in English, as they are both common male names in their respective cultures.

4.4.3. Translation

This procedure denotes “rendering the SL name, or at least part of it, by a TL expression which gives rise to the same, or approximately the same, analytic implications in the target text as the original name did in the source text” (p.94). This procedure involves replacing the original name with a corresponding name in the TL that has a similar meaning. For example, the Hebrew name *Yehoshua* could be translated as *Joshua* in English rather than *Jesus* because *Jesus* carries Christian connotations that the original Hebrew name does not.

4.4.4. Modification

This operation means to replace an SL name with a TL name that significantly changes the way the name is translated and its associated meanings or implications (if there is any). This procedure in fact involves modifying the original name to make it more accessible to the target audience, typically by making it easier to pronounce or more familiar-sounding. For example, the name *David* should be translated into Arabic as *Daoud*, because that is the equivalent name in Arabic-speaking countries.

Overall, Vermes (2003) emphasizes the value of maintaining original meanings and cultural contexts of names while also taking the demands and expectations of the TL and audience into account in his rules for translating PNs.

5. An account of translation procedures for proper names

PNs pose unique challenges for translators, as they are often deeply rooted in their original culture and language. To address this challenge, various translation procedures have been introduced by language and translation scholars.

The procedures of direct transfer, transliteration, and translation by meaning developed by Newmark aim to preserve the original form and meaning of PNs. Transliteration involves converting the original name into the TL's phonetic system, whereas direct transfer involves using the original name in the TL without any modification. The process of translating by meaning entails replacing the original name with a TL name that has the same or similar meaning. Baker's retention, substitution, and adaptation procedures emphasize cultural and linguistic changes to PNs in order to make them more accessible to TL readers. Retention means keeping the original name, whereas substitution means replacing it with a culturally or linguistically equivalent name. Adaptation involves changing the original name to fit the phonetics, cultural norms, or historical context of the TL.

Venuti's domestication and foreignization procedures are based on the translator's ideological and ethical choices. The purpose of domestication is to make the translation more accessible to TL readers by adapting the text to cultural and linguistic norms in the TL. Maintaining the text's foreignness while challenging TL readers to engage with foreign cultures and languages is what foreignization implicates. Davies' transliteration, replacement, and cultural equivalence procedures aim to achieve a balance between the cultures of the original and target languages. Transliteration encompasses using the TL's phonetic equivalents of the original name in the way that the original name is replaced with a culturally or linguistically equivalent name in the TL. Using names that are culturally equivalent in the TL is an example of cultural equivalence.

Vermes' procedures of transference, substitution, translation, and modification expand on the work of Newmark and Baker by emphasizing the importance of considering PNs in their historical and cultural contexts. Transference or transliteration is the process of rendering the original name in the phonetic system of the TL. The original name is replaced with a TL name that has the same or

similar meaning. The process of modification or adaptation requires altering the original name to fit the cultural and historical context of the TL.

In sum, while all of these procedures aim to provide solutions to the challenges of proper name translation, their approaches and emphases differ. Newmark's procedures are concerned with preserving the original form and meaning, whereas Baker's techniques are concerned with cultural and linguistic adaptation. Venuti's procedures emphasize ideological and ethical choices, whereas Davies' procedures aim to balance the cultures of the original and target languages. Vermees' practices expand on the work of previous scholars by emphasizing the significance of historical and cultural context. Ultimately, it is elaborated that the procedure chosen is determined by the translator's goals, the target audience, and the context of the translation.

5. Some suggestions for translation of proper names

There is no leeway in how a name can be translated. There are no final guidelines for translating PNs. Translators do not always use the same techniques when translating all the proper nouns in a given text. Making this identifying function for the target audience is a key criterion for the translation. PNs are used in a variety of ways by translators. Procedures for rendering proper nouns can be manipulated in a variety of ways. Various factors must be considered in order to determine the best approach to employ in a specific text. As aforementioned, the most important factor is the target readers' culture. As a result of multiculturalism, different languages, thoughts, and perspectives exist. Different PNs can be translated in different ways based on different cultures.

In the source language context, PNs play a vital role and carry a plethora of semantic information. Therefore, it is essential to think about how this content can be successfully conveyed into the intended communication context. The intended audience, intertextual relationships, and translation standards must all be considered, all in accordance with the principle of relevance. The background of the target audience must be fully understood by translators in order to guarantee a successful translation. In order to avoid problems, they must also be sufficiently knowledgeable about the subject matter they are translating. The writer's intended message may be lost if the original meaning is not adequately translated.

To translate PNs accurately, translators may employ a variety of translation procedures. There are also many distinct approaches and even divergent methods by different translators of different cultures to translate a proper name. As a result, a group of people from diverse language and cultural backgrounds could not relate to the work in the same manner. One needs to have a firm command of linguistics and close consideration of cultural differences for satisfactory translation. The intended audience's age must also be considered by translators because different audiences demand various translation techniques. It is crucial for translators to have a thorough understanding of the target culture, experiences, ideas, and values to select the correct translation strategy for proper nouns. It is generally acknowledged that translation encompasses not only language information but also cultural values, customs, and ways of life. The presentation of the SL in both linguistic and cultural dimensions is thus the ultimate purpose of translation. To successfully convey the meaning of the Source Language PNs in translation, a skilled translator must add his or her necessary knowledge to the TL.

Overall, it is impossible to attain absolute equivalence due to distinct linguistic characteristics, but the translator must preserve the meaning and effect of the PNs when translating from SL into the TL. Thus, the matter returns to the question of the nature of PNs. As a rule of thumb, if a proper name indicates or even has meaning, it should be translated to some level. If a proper name works simply as a mark or label to single out the name bearer, it should not be translated. However, whether or not to translate PNs depends on a plethora of factors, including the target audience, the purpose of the translation, and the specific cultural context.

6. Conclusion

In this article, a comprehensive overview of the procedures proposed by prominent language and translation scholars to translate PNs has been made. While all of these procedures aim to provide solutions to the challenges of proper name translation, their approaches and focuses differ. Newmark believes in preserving the original form and meaning of the text, whereas Baker is concerned with cultural and linguistic adaptation. During the translation process, Venuti emphasizes the importance of making ideological and ethical decisions. Davies advocates a cultural balance between the SL and TL. Vermees, on the other hand, emphasizes the importance of historical and cultural context in the translation process.

It can be elaborated from the translation theorists' proposals that PNs can be translated in a number of different ways. First, they can be translated directly from the original SL. Alternately, they could be modified to match the orthographic or phonetic rules of the TL. To account for disparities in cultural knowledge between the SL and TL, PNs in some circumstances may be supplemented with further explanation. In contrast, if they are deemed unimportant to the message or likely to confuse the reader, they may be completely left out. This can happen in translation, albeit it happens more frequently in interpretation. Finally, a proper name may be substituted in the TL text if the SL material has cultural references that are unlikely to be understood by the TL reader.

To sum up, it is confirmed that PNs do require translation into another language, and this process may sometimes involve modifying the name. PNs, on the one hand, share the same semantic structure as other expressions, but they also carry specific cultural and linguistic connotations on the other. As such, a skilled translator must have sufficient knowledge of the name being translated, the target audience, the purpose of the translation, and the specific cultural context. The translator must then carefully analyze the semantic content of the name and choose the appropriate procedure for its translation. By that means, the proper name can be considered to be successfully translated into another language.

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Tìm hiểu về các bước dịch tên riêng: xem xét lại toàn diện và đề xuất

Tóm tắt: Trong công việc dịch thuật, dịch giả có thể gặp phải nhiều thách thức, đặc biệt khi đối mặt với việc dịch tên riêng. Trong bài viết này, tên riêng được coi là đơn vị ngữ nghĩa, có đời sống riêng trong mỗi ngôn ngữ, và do đó việc dịch chúng sang ngôn ngữ khác là cần thiết. Mặc dù việc dịch tên riêng là một trong những hoạt động khó khăn nhất, nhưng cũng là thú vị nhất. Để giải quyết vấn đề phức tạp này, bài viết cung cấp một cái nhìn tổng quan về các bước dịch tên riêng được các nhà ngôn ngữ học và lý thuyết dịch hàng đầu đề xuất. Dựa trên những đối sánh với tiếng Việt, bài viết đưa ra một số gợi ý cho những người làm công tác dịch thuật để xử lý hoạt động dịch tên riêng dễ dàng và hiệu quả hơn.

Từ khoá: tên riêng; bước dịch; danh từ chung; tiếng Việt; tiếng Anh.