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Abstract: This paper is intended to reveal the most effective means of translating geographical names to Russian language and also will give a precise advice for translators how to deal with the translation of proper geographical names.

Key words: transliteration, Russian alphabet, transcription, syllables, transaction, calquing, chaotic nature, original language.

INTRODUCTION. Today we can see geographical names on television, hear on the radio, read in publications; without geographical names it is hard to imagine maps or even an atlas. Words and phrases related to geographical names- these are notions, which are frequently not included to an active vocabulary of an individual, who is not a geographer or an English speaker of that country, in what language of the country the text is made up, and because of it they create special difficulties in the process of translation. As a result, study of geographical terminology and means of translating to the Russian language remains actual problem.

METHODOLOGY.

Four main ways of translating geographical names as follows:

1. *Transliteration*
2. *Transcription*
3. *Transposition*
4. *Calquing*

Transliteration – a transfer letters of word by means of letters of Russian alphabet.

Transliteration can be helpful for translators, when languages use various geographical systems, but geographical if these languages can be put according to each other, and according to these happening interlingual transfer of proper names.

Transliteration can be seen for example in transliteration of Dnepr River:

There are some variants such as:

- Dnepr;
- Dnipr;
- Dnipro;
- Dniepr;
- Dniapro, Dnyapro

It happens because this river runs through three countries: Russia, Belarus and Ukraine. Krim should be translated as «Crimea», but not as «Krym». The second example «Кольский полуостров», can be translated as «Kola Peninsula».

Transcription from Latin language means «transcription», this is transfer the sounds of English word by means of letters of translating language.

Transcription include groups of proper names such as:

Proper names of people, diminutives, nicknames, (sur)names, names, toponyms, astronoms, names of ships, aircrafts, spaceships, names of organizations and institutions, journals, books, films and etc.

In many cases, you shouldn't ignore the peculiarities of pronunciation of geographical names by local dwellers, or peculiarities of pronunciation of proper names by speakers. You should search from special dictionaries about how to read proper names according to various spellings.

Transposition – is using of one linguistic form in function of another- its in paradigmatic line.

On the basis of transposition lays semantical or functional comparison of linguistic units in this process there are 3 elements:

1. Initial form
2. Means of transposition
3. Result

We can call transposition as a principle of etimological confirmaties. It means that proper names in different languages don't have a common linguistic originaty, but they used to transfer each other. The principle of transposition is used in Russian – French and concerns about historical and biblical names and names of monarchs.

Transcription keeps appropriate historical sound in proper names. As a example we can mean Washington, Washington in Russian language has an accent on the last syllable or Florida has an accent on the second. But in English language, both of these cities have their accents on the first syllable.

Calquing – is the formation of new words and expressions by lexical phraseological and semantical models of another language using the elements of that language. We can calque not all the parts of language, but only one part, television from Greek language means «-far» and from Russian means «sight.»

Unlike transcription, calquing is not always a simple mechanistic operation of transferring the original form into the target language; periodically you have to resort to changing case forms, the number of words in a phrase, affixes, word order, etc.

Calquing is usually subjected to:

1. terms, well-known and frequently used words and phrases;
2. titles of works of art;
3. names of political parties and movements;
4. historical events.

In some cases, especially with respect to historical events, there are two different calques and transcriptions. Geographical names of mountains, lakes, seas, etc are translated by calquing if they include «translatable» components. If the name includes words whose meanings cannot be translated, a mixed method is used, when part of the name is translated by transcription, however, in general, the principle of calquing is preserved. The choice of calquing, transliteration or mixed method is often set by the dictionary, however, many cases, especially those related to historical and cultural names, rare geographical names, new terms, require an independent decision of the translator.

CONCLUSION. There are many problems, when we can come across while translating geographical names, first of all the problems can evolve because of a chaotic nature, we know that everything in this world have own names, the world have given names to subjectd and objects. So, in order to prevent such kind of problems, translators should follow some basic rules. For example, The most safest and best way of translating geographical names from one language to another is of course keeping its original language. It is simply said, but when it turns out in practice, it is very hard to define what is «original language» itself. For example New York was called New Amsterdam, when the Dutch owned it, but no one will say that this is a very name of this city. Some names are pretty straightforward and freely translated but some of them have unclear names and when they are translated, they will not be changed. For example, London can be translated as Londre, but New York can keeps itself unchanged. So, because of these challenges in translation of geographical names, translator should have a good knowledge, have to be aware of both cultures and also have to sweat a lot.

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