THE TRANSLATION OF THE NAMES OF PLACES AND PROPER NAMES FROM FRENCH TO RUSSIAN

INTRODUCTION
When translating names of places, namely geographical names, as well as proper names, one of the following techniques can be used:

a) translation;

b) transliteration;

c) transcription.

Translation is used relatively rarely: when transmitting significant elements of geographical names and proper names (for example, Bas-Rhin-Lower Rhine and in some other cases). More commonly used - transliteration - the image of the letters of one language writing a proper name in another language based on the conditional correspondence of the characters of the two alphabets with a permissible deviation from the real pronunciation.

Transliteration was used in translations from French in the XVIII-XIX centuries. The tradition has retained, for example, the letter combinations il (I) (I instead of y: Versailles). Currently, the main means of transmitting the names of places and proper names during translation is practical transcription, that is, the image of the sound of a given word in letters of another language.

This image is always approximate due to the discrepancy of the phoneme system in Russian and French, but still rules for the transmission of sounds of one language by graphic means of another are gradually being developed. To correctly convey French proper names when translating, you must:

• be able to read the French word correctly;

• French proper names often contain deviations from the usual rules of reading, remnants of an ancient spelling;

• in many cases, only reference books can provide information on the exact pronunciation of a particular proper name;

• know how to represent certain phonemes of the French language in Russian letters;

• learn the rules of graphic design of French proper names in Russian transcription (use of hyphen, quotation mark, capital letters, combined or separate spelling).

The relevance of the study
The authors of the article consider and analyze the possibilities of translation and transliteration of the names of places and proper names of the French language.

Russian proper names are translated into French, so the question arises about the in French for the representation of Russian letters.

Problem statement
The problem of this article is the translation and ways of expressing the meaning and designation of geographical names and proper names from French into Russian and from Russian into French. The aim of the paper is to identify the main factors that complicate the translation of anthroponyms into the compared languages, Russian translation to provide practical tools for translating and transmitting meaning from French into Russian and from Russian into French.
METHODOLOGICAL ASPECTS

The research is conducted on the material of the archives of best-selling national French newspapers, such as PARIS MATCH, Le Monde, and Russian state-owned broadsheets Izvestia, Rossiyskaya Gazeta, Komsomolskaya Pravda, as well as websites of organizations and institutions, the books of the popular French writers G. Musso and Marc Levy, corpora of French and Russian languages, French monolingual dictionaries, and French-Russian bilingual dictionaries. As the research method, the authors applied descriptive-comparative method. The comparison of translation equivalents was done in two languages, stylistic and semantic coloring was evaluated by the content analysis.

RESULTS AND DISCUSSION

Only a small group of well-known names of places that can be attributed to the so-called precision words, i.e. words that have exact equivalents and do not involve any transformations are easy to translate: l’Angleterre - England, l’Espagne - Spain, la France - France, l’Allemagne - Germany. Parts of geographical names that have their own meaning (Mont, Port, Fort, Meg, Saint, etc.) are usually not translated. For example: Mont-Blanc - Mont Blanc; Fort-Mahon - Fort Mahon; Port-Louis - Port Louis.

Prepositions and conjunctions included in geographical names are not translated, but transcribed. For example: Laneville-devant-Nancy - Laneville-Devant-Nancy; Grez-en-Bouère - Grez-EN-Bouère; Dives-sur-Mer - Dives-sur-Mer. The exceptions are:

a) the preposition “sur” before the name of the river, if it has a feminine ending in Russian transcription:
Chatillon-sur-Seine - Chatillon on the Seine, or Chatillon-sur-Seine (the second transcription is more often);

b) the Associations and in the names of departments:
Loir-et-Cher - Loire and cher;
Lot-et-Garonne - Lot and Garonne;

No feminine endings are used in river names -a: (la) Sèvre - Sevre, not Sevra; (la) Vilaine - Vilaine, not Vilaine. The exceptions are the names of the following rivers, which are written in Russian with a feminine ending -a: Vienne, Garonne, Gironde, Yonne, Loire, Marne, Rhone, Sarthe, Seine, Somme, Saone, Oise, Charente, Aisne; however, they lose the -a ending in complex names: Neuilly-sur-Seine - Neuilly-sur-Seine.

The names of the departments translate the word that defines the position of the Department: Haute-Marne - Haute-Marne; Bas-Rhin - Lower Rhine; Alpes Maritimes - Maritime Alps; Pyrénées-Orientales - Eastern Pyrenees.

All other significant elements that make up the name of the Department are usually not translated: Bouches-du-Rhône - Bouches-du-rhône, not the mouth of the Rhone; Côte-d’Or; Nord-Nor.

Some geographical names in France have retained the traditional Russian spelling, which does not correspond to their French sound. These are the cities: Paris, Reims, Metz, Le Havre, Versailles, Marseille. Some feminine names appear - Toulouse, Bayonne. The names Rhine, Alsace, Lorraine, Vosges are transcribed with the approximation to the German pronunciation, and Savoy, Nice, Corsica, Ajaccio - closer to Italian.

Names of streets, squares, city landmarks, etc.

Well-known names of this kind are usually translated: Les Champs-Elysées - Champs-Elysees; Boulevard Sébastopol - Sevastopol Boulevard; Place de la Concorde - place de La Concorde; Bois de Boulogne - Bois de Boulogne; Notre-Dame de Paris - Notre-Dame de Paris; Pont-Neuf - New bridge, sometimes there is a transcription: Notre-Dame; Pont-Neuf, etc.

Significant names of lesser-known places in the city are usually not translated: Rue du VAS is BAC street, not Ferry street.
The French often have their own way of relating to German geographic locations, especially those located in Germany. Traditionally, they should be transcribed into Russian. For example: Bavière, Bade, Foret-Noire, Rhénanie, Aix-la-Chapelle, Trève, Hesse, Palatinat should be translated into Russian: Bavaria, Baden, Black Forest, Rhineland, Aachen, Trier, Hesse, Palatinate, and not "Bavier", "Bad", etc.

A particular problem is the transcription of the geographical names of Belgium and Switzerland.

Belgium is a bilingual country, so many Belgian geographical names have a double form: French and Dutch, for example: Liège – Luik; Malines – Mechelen; Anvers – Antwerp; Gand – Gent, etc.

South Belgian (Walloon) names are now commonly rendered based on the French version of the name: Liege, NAMUR, etc. North Belgian (Flemish) names are transcribed based on the Dutch source: Antwerp, Mechelen, Ghent, etc. Two rivers that across the whole country have two names: Esco (Scheldt) and Meuse (Meuse).

The same thing happens with multilingual Switzerland. French names are reserved only for geographical names in the French part of the country: the cantons of Geneva, Vaud, etc.

Some geographical names can be classified as "false translator friends". Their shape is deceiving, giving the impression of a simple match. For example, in French there are several geographical names modeled after a phrase with the word la Terre (land): La Terre du Nord, la Terre de Feu les Terres Australes et Antarctiques, la Terre-Neuve.

In Russian, the equivalents of the first three names are also phrases with the word earth: Northern Earth, Tierra del Fuego, Southern and Antarctic lands. But the fourth name - la Terre-Neuve, which, it would seem, perfectly corresponds to the Russian toponym Novaya Zemlya, means something completely different, namely Newfoundland. And the New Land is called in French La Nouvelle-Zemble.

The form of the French word La Rhenanie also misleads the translator. The -ie suffix seems to suggest that we are talking about some kind of La Rhenanie, but in fact it is the Rhineland.

Here it is necessary to define a "concept" that exists not for the word itself, but for each dictionary meaning, a kind of algebraic expression of meaning (LIKHATCHEV, 1993).

The Vienne River is a tributary of the Vienne River in the U.S. State of Missouri. It is an information management and information management system. In the first case, it has the Russian equivalent of the word Valencia, and in the second - Valence.

The city of light - Paris, the eldest daughter of the Church - France, the treacherous Albion - England, the land of the gods - Greece, the soft belly of France - France, Europe - the Balkans, the majestic gate - Turkey, the Great Blue - Mediterranean Sea, forbidden city – Beijing, the Northern Venice city - Amsterdam, Land of a Thousand Lakes - Finland, etc.

It is interesting that when translating proper names or onomastic vocabulary (Onomastics (from the Greek νόμαστική – the art of giving names) - a branch of linguistics that studies proper names, the history of their origin and transformation as a result of long-term use in the language) resort to the same methods that we discussed above.

Translation is used relatively rarely: for example, the use of national forms of personal names (Leo instead of Léon, John instead of Jean, etc.).

This is how transliteration was used in translations from French in the 18th-19th centuries. In those days, they wrote, for example, Diderot (Diderot), Beranger (Béranger) instead of Diderot, Beranger.

The tradition has retained remnants of transliteration when depicting French dumb consonants (Marat, Murat, Capet, Hugo), combinations of letters il (l) (l instead of y: Versailles), combinations of letters AU, EU (AI, e instead of e, e), quiet -e, etc.

Currently, the main means of conveying proper names in translation is practical transcription, that is, the image of the letters of another language of the sound of a given word.
This image is always approximately due to the discrepancy between the system of phonemes in Russian and French, but nevertheless, rules for the transmission of sounds of one language by graphic means of another are gradually being developed.

It is important to know the rules for graphic design of French proper names in Russian transcription (use of hyphen, apostrophe, capital letters, combined or separate spelling).

For example: in surnames, if the article (preposition) is written in French with a capital letter, in Russian it should be written in one word with the surname: La Fontaine - LaFontaine, Le Sage - Lesage, Du Guesclin - Dugueclin. Possible discrepancy: Du Bellay-Dubelle and Du Bellay.

If a preposition is written in a lowercase letter, then in Russian it is written separately or through the quotation mark, as in French, but often with a capital letter: d’alembert - D’alembert.

As already noted, personal names are usually transmitted by transcription. In no case should the transcription of French names be brought closer to the sound of German, English and other names.

So, you have to transmit in Russian: Gustave - Gustave (not Gustav); Robert - Robert (not Robert), etc.

Female names often end in -a: Marguerite - Margareta; Isabelle - Isabella, etc., in particular all the names ending in -yetta, -ina, -Ana. They do not accept endings, but they accept names: Marion, Suzon, Madlon, Cécile, Nicole, Helene, Irene, Madeleine, Marie, Sophie, Lucy, Constance, Solange and some others.

Quite an interesting case is the presence in a language of not one, but several models of translation of the same names. The presence of several models makes it difficult for the translator to choose.

The Russian tradition of transmitting French proper names has developed two models: one for naming crowned persons, and the other for everyone else, so the same French proper name can sound differently in Russian. The crowned persons will have names that go back to their German counterparts, and all the rest will simply be transcribed according to the laws of the time when they switched to Russian.

Thus, the French nameFrançois will sound like François, if we are talking about the king of France (François 1st-François first), and as Francois, if we are talking about such a famous writer as François Mauriac (François Mauriac).

According to tradition, the names of French kings and their nicknames are not transcribed, but translated: Clovis - Clovis; Charlemagne - Charlemagne; Philip IV the beautiful - Philip IV the beautiful, etc. not Louis, but Louis is written in the names Louis-Philippe and Louis-Napoleon.

Similar relationships have been established for a number of French names: Charles (Charles V le Sage - Charles V the Wise, but Charles de Gaulle - Charles de Gaulle); Auguste (Auguste-Augustus (Emperor), but Auguste Rodin-Auguste Rodin); Aptoipe (Aptoipe (Marc) - Antony (mark Antony), but Aptoipe de Saint-Exupery-Antoine de Saint-Exupery); NEP (NEP IV-Henry IV, but NEP Barbusse-Henri Barbusse); Louis (Louis XIV - Louis XIV, but Louis Pasteur-Louis Pasteur).

The presence of a sufficiently large number of parallel names of biblical and Greek-Latin origin in Russian and French names is explained by cultural and religious influence: 1) a large number of Greek names in Russian names may explain the close ties of the Slavs. From the pagan Greeks with their more developed culture and in the process of contacts with the Slavs the latter merged with the Greek language and Christian culture, borrowing the Greek name. Some of them still exist in the Russian name book to this day: Andrey, Anatoly, Alexey, Alexander, Anton, Valentin, Eugene, etc.; 2) the onomasticon of Christianity was diverse Western Christian (among the peoples grouped around Rome) and Eastern Christian (among the peoples grouped around Byzantium, inhabited by Greeks and other peoples).

Byzantine names were borrowed to Western Europe through Latin, which explains the presence of a large number of personal names of Latin origin in the French name book (YARMUKHAMETOVA, 2010, 2012).
Russian and French paired personal names show that the masculine form of the name served as the basis for the formation of the feminine form in Russian and French names (37 paired names in Russian - Alexander/Alexandra, Vseslav/Vseslav, Eugene/Eugene, Kir/Kira, Ruslan/Ruslana, etc. and 30 in French - a Mote/ Antoinette, Benit/Benite, Clement/Clementina, Fabian/Fabiana, George/Georgette, Joseph/Josephin, Loui/Lovise, Paul/Paulette, etc.), i.e. the masculine paradigm of names in both languages is primary.

Currently in use:

1) both variants of such names as Alexander-Alexandra, Valentin-Valentina, Valery-Valeria, Viktor-Victoria, Evgeny-Evgenia, Oleg-Olga; (YARMUKHAMETOVA, 2012).

If the names of non-French people are found in French texts, then they should be transmitted not on the basis of French pronunciation, but on the basis of the sound of this name in the language of this people or from the tradition of Russian transcription.

Thus, if we find Italian names: Véronèse, Titien or Venise, Plaisance, Rome, etc., then they should be transcribed: Veronese, Titian, Venice, Piacenza, Rome, and not “Veronese”, “Ticien”, “Venise”, etc.

The transmission of the names of ancient heroes presents another translation problem.

Western European languages, in particular French, mainly borrow the names of ancient heroes from Latin, without changing their forms.

However, the Russian language adopted a different model for naming Latin proper names: the last syllable of many Latin names ending in -us is transmitted in Russian in the form -y. For example: the name Marius, if it is not a hero of our times, should not be translated by Marius, but by Gaïus Marius (Roman general and consul who defeated the Teutonic tribes in 102).

But, as you know, there are no rules without exceptions: the designation of ancient heroes does not always follow the same pattern in modern languages. So, Brutus, Acanthus, Absyrtus in Russian sound respectively Brutus, Acanthus, Absyrtus. Another example: when translating the name of the notorious character of the Gospel tales of Pontius Pilate, the French language in the designation of this name departs from the generally accepted model of Pontius Pilate and gives the form of Ropse Pilate.

In other words, when translating the names of famous Roman personalities from Russian, the translator cannot always trust one model, even if it is applicable to most names. It is imperative to check which form is used in the target language to designate a particular name.

Proper names that are part of phraseological units are extremely difficult to translate. Here are just a few examples. Thus, the biblical name Adam is sometimes used figuratively. In Russian it is Adam’s Apple, the costume of Adam and Eve, and in French - thirteen figurative phrases with these names. Only two fully correspond to Adam’s Apple.

Most other phrases have no equivalents with the same proper name in another language. Faced with such an idiomatic expression in a foreign language, the translator will be faced with a choice: either apply the equivalent and replace the phraseology with a phraseological unit, but on a different figurative basis, or calculate the foreign turnover, preserving the original image.

Many proper names have special semantics and evoke certain associations. The Russian surname Popov in French is used as a common name for Russians les Popoffs, in English the name Popov is not used as a designation for the Russian language. In contrast, Americans and the United States are symmetrically called Uncle Sam by both Russian and French (uncle Sam) and English (unc! Sam), as well as Fritz and Hans (Fritz, for example) which are Germans.

But only in French (of course, from the three compared languages) The Mohameds (Moted) are Arabs, only in English the Mikes (Mick) and Mickey (Mickey) are Irish, Tony (Topu) are Italians, and Abi (Able) are Jews. It is likely that not all Russians, going into one of the English pubs “John Bull” in Moscow, know that this proper name has long become a household name not only in English, but also in French and denotes the British nation and the typical Englishman.
The French language very often uses proper names to create figurative expressions. For example, in French they call gigalos - Alphonse (Alphonse). At the same time, the Frenchman Jacques (Jacques) is a peasant, although sometimes Jacques means a servant. The French thief is Charles (Charles), and the French prostitute is Julie (Julie), etc. For the French, such a figurative "playful" onomastics is a common thing. The Russian language practically does not use proper names to create figurative expressions. Even the examples we have considered are more likely borrowings than Russian entities proper. Therefore, such figurative onomastics can cause a lot of problems both at the level of understanding the original text, and at the level of choosing the equivalent in Russian when translating into the NJ. In any case, it is extremely difficult to convey the figurativeness of such expressions. This suggests that proper names do not always provide a completely equivalent substitution in translation.

For all its apparent simplicity, the translation of homonyms and proper names requires the translator to have great professional knowledge and the ability to find the only correct version of an adequate translation.

TRANSLATION OF THE NAMES OF FRENCH NEWSPAPERS, INSTITUTIONS, AND PUBLIC ORGANIZATIONS.

Recently, the theoretical understanding of the phenomenon of translation, a complex and multifaceted type of human activity, has advanced far. S. V. Tyulenev (TYULENEV, 2012) noted that “traditionally, translation is considered from the point of view of fidelity, that is, completeness and accuracy of the original transmission”. We used to hear about “translating from one language to another”, although in fact, contrary to possible misconceptions, the transfer of names is not a translation of certain words in a dictionary and not a mechanical replacement of words from one language with words of another, because sometimes such lexical units can have a number of associations (MALYUGA, 2020).

In fact, we are talking about the collision of different cultures, levels of development, traditions, customs, eras and ways of thinking (MALYUGA, 2020). The translator solves the difficult task of conveying all the semantic nuances due to the ethno-cultural barrier. It is fair to note that often, when reading texts that came out from the translator’s pen, we characterize them as “inaccurate”, “far from the original”, etc. Often, such comments refer to proper names that are used in certain texts. Disputes over the problem of translatability are still ongoing. This study deals with the transfer of proper names from the point of view of translation based on the material of the modern French press. It is important to note that a proper name has its own peculiarity, which directly follows from its interpretation. According to the definition of D. I. Ermolovich: “Proper names serve for a special, individual designation of the object, regardless of the situation being described and without obligatory clarifying definitions. Proper names perform the function of individualizing nomination” (YARMUKHAMETOVA, 2012; TYULENEV, 2012; VINOGRA DOV, 2001; SUPERAN SKAYA, 2004).

A.V. Superanskaya notes that proper names of different types "permeate all spheres of human life and activity", the composition of names and "their social and ideological load are largely determined by social, historical, economic and other factors" (VINOGRA DOV, 2001; SUPERANSKAYA, 2004). It's no secret that proper names in any language are special words. On the letter, they are highlighted with a capital letter, quotation marks and attract attention, being in a sentence or text. In order to correctly translate proper names and find their equivalents in other languages, a specialist needs both broad philological and highly specialized knowledge - in the field of toponymy, literature, politics, etc. The translator must have sufficient knowledge in the field of historical, social, literary and political characteristics of the countries with which he works. Otherwise, the specialist's lack of such knowledge becomes an obstacle that makes it difficult (might be impossible) for him to continue working.

According to M. Yu. Semyonova, "the main feature of the life experience of each person is its correlation with a certain linguistic culture", therefore knowledge of a language is not just knowledge of its units, but "knowledge of the soul of the people who speak this language" (ERMOLOVICH, 2001). D. I. Ermolovich draws attention to the fact that "any use of a foreign-language proper name in speech is precisely an act of interlingual and intercultural communication and its result is the interaction of two linguistic and speech systems, two
The translation of the names of places and proper names from French to Russian

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cultural and psychological traditions" (TYULENEV, 2012). In some cases, it is impossible to convey semantic nuances in translation. The leader of the liberal party "Yabloko" Sergey Mitrokhin confined himself to stating that" we are just trying to stop the activity of civil society in the country " (PARIS MATCH, 14.08.2012). In this example, we are talking about the Russian political party "Yabloko". Its name comes from the surnames of its founders (Yavlinsky, Boldyrev, Lukin). From the above, it is clear that it is impossible to fully focus on the literal translation of a particular name. It would be impossible to resort to a literal translation from Russian into Italian, simply changing the name "Apple" to another name “POMME» (SUKHANOVA, 2012).

Thus, the author of the newspaper article used the technique of transcription. As you know, transcription is one of the ways to convey proper names, which is closely related to the alphabetic and phonetic laws of languages. This method is used if the two languages have different graphics systems. In this case, Russian and Italian are used in Cyrillic and Latin, respectively. Another example: Avilova died at Chekhov’s grave on September 27, 1943, the same day Pravda published a decree awarding the Stalin Prize to his wife Olga Knipper (Paris match, 08.07.2012). In this case, the translator also resorted to transcription. This is due to the fact that Pravda is a newspaper that for a long time was the central organ of the Communist Party, the largest Soviet publication that has no analogues in Italian reality. In this regard, the authors, if necessary, can resort to the use of translation comments. Judging by the footage taken a few weeks ago by a journalist from Komsomolskaya Pravda, this does not make much of an impression (LE MONDE, 09.08.2012).

There is nothing of the kind in the state-owned newspapers Izvestia and Rossiyskaya Gazeta, or even in the most popular Russian boulevard Komsomolskaya Pravda (Le Monde, 17.06.2012). In addition, the names of the Russian editions "Komsomolskaya Pravda", "Rossiyskaya Gazeta" and "Izvestia" have not been literally translated into Italian either. In the following example, we are dealing with proper names that do not have traditional correspondences in foreign languages: Another resident arrives, Maria Mikhailovna Krupina: “Usually the local morning train from Kislovodsk to Mineralnye Vody crosses the oncoming one right in front of our house, where an explosion was heard (Le Figaro, 06.12.2003). For the Post-Yugoslavia show organized by the Teatro di Roma, Leonid Andreev's" Dog Waltz " (born in Orel in 1871 and died in Finland in 1919), was named "Hamlet of Russian Literature", proposed by Yugoslavian Dramsko from Belgrade, directed by Dejan Mijac (Le Monde, 29.09.2012). The names of Russian cities such as Orel, Kislovodsk, and Mineralnye Vody are not widely used names and are transcribed when mentioned and mastered by the language. In addition, the specific pragmatic task facing the translator should also be taken into account. In this case, the accuracy and ability to restore the name in the original language is preferable.

In the following example, consider the names of Russian political figures: ‘In opposition to the defamation law, the Communists (along with the Liberal Democrats Vladimir Zhirinovsky) enthusiastically voted for the Foreign Agents law’ (Le Monde, 14.07.2012).’ Billionaire Mikhail Prokhorov, who took third place with a score of about 7%, showed an unexpected fair play, limiting himself to the words: “It's all over, let's try again” (La Repubblica, 05.03.2012). As can be seen from the above, the names of foreign politicians - V. V. Zhirinovsky (Zhirinovskij) and M. D. Prokhorov (Prokhorov) were also transcribed during the development of French.

Let’s look at the examples with the names of sports teams:’ On the Lokomotiv field, the Russian players started the game more cheerfully, and after 11 minutes Pavlyuchenko had a good chance, but his long-range shot was well reflected by the goalkeeper of the guests’ (Le Monde, 15.08.2012).’ We expect, as we expect, news from Zenit St. Petersburg (for Granqvist) and Spartak Moscow (for Merkel)’ (Paris Match, 17.07.2012). So, we see that the names of football teams " Lokomotiv "(Lokomotiv), "Spartak" (Spartak), “Zenit” (Zenit) when borrowing were transcribed.

The following example deals with the names of musical groups:’ First, he chose music, focusing on the old music of perestroika performed by "Kino" and, above all, the group of Yuri Shevchuk " Ddt " (LE MONDE, 03.02.2012). The name of the DDT group had many different interpretations - from the name of the insecticide to "Good Day, Comrades!", but the author of the article did not set himself the task of conveying such a play on words. The name of the
group "Kino" (Kino’) is also not translated literally. It is obvious that a proper name is the most important component of the culture of any nation.

The phenomenon of transferring proper names is influenced by a number of different factors - the purpose and situation of the translation, the style of the text (artistic, newspaper-journalistic, popular science, etc.), as well as the peculiarities of proper names themselves. Thus, we came to the conclusion that the translation process requires painstaking work, and the work of a translator with proper names requires a certain level of knowledge and training. Therefore, acquaintance with everyday life, customs, traditions, culture, and literature of different peoples is becoming an increasingly important prerequisite for high-quality translation. From the point of view of translation theory, we have considered examples of the functioning of Russian proper names in the texts of Italian newspapers belonging to different areas of society. These are the names of political parties, toponyms, newspapers, music groups and football teams.

These proper names contained background information, which, however, was not decisive for the context. Thus, in the above-mentioned cases, the authors used the transcription technique and did not resort to using extended comments for the translation. This is due to the fact that none of these proper names had an equivalent in French, but, on the contrary, had its own characteristics, etymology and meaning, understandable only in Russian-speaking reality.

**PROBLEMS OF PHILOLOGY**

Periodicals titles are usually not translated unless due to the specific conditions of the context. The initial article is omitted during transcription: "L’Humanit" - “Humanité”; "Le Point" - "Pointe". Institution names are transcribed or translated. For example: "La Banque de Paris et des Pays-Bas" - "Paris-Netherlands Bank" or "Bank de Money in e-de-Pei-Ba". In most cases, the translation of such names is still accepted.

The designations of political parties and mass organizations have been translated. For example: La Confédération Générale du Travail - General Confederation of Labour. Abbreviated names are transmitted based on the Russian or French version of the abbreviation.

Thus, the names of parties and trade union organizations are often transferred based on the Russian translation: FKP - FKP, CGT-CGT, CFTC - FKHT; Rassemblement pour la République - Association in Support of the Republic (OPR).

**TRANSLATION OF TITLES OF LITERARY WORKS AND FILMS**

The title plays a very important role for the work, in many ways even determines its future fate, as it can attract or alienate a potential reader. When choosing a title, the author’s own idea is of great importance, namely, what information he wants to immediately provide the reader.

The title of the novel by the popular French writer G. Musso “Et après... “ (2004) does not reveal the plot at all. Nevertheless, the ellipsis supplied by the author implies a certain understatement, even intrigue. The reader wants to know what will happen next (après), and most importantly, what happened before.

Thus, the purpose of the title is to intrigue, make the reader think, but in no way to reveal the content of the work. In Italian translation, this book was published under the title: "L’uomo chi credeva di non avere più tempo "(lit. A man who thought he had no more time). “Et après...“ has a full Russian equivalent: “After...“. Let us consider other translations of the titles of G. Musso’s works into Russian. Translations that differ from the original are shown in bold.

<table>
<thead>
<tr>
<th>French language</th>
<th>Russian language</th>
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<tbody>
<tr>
<td>Que serais-je sans toi?</td>
<td>Букв. Кем бы я был без тебя</td>
</tr>
<tr>
<td>7 ans sans toi</td>
<td>Семь лет спустя</td>
</tr>
</tbody>
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Source: Search data.

Comparing the original titles with their translations into other languages, it is often even difficult to determine that this is the same work and the question arises: "For what purpose does the translator or editor change an easily translated title beyond recognition?".
The author first of all refers to his book with a public speech in his native language and does not think about what impact this or that title will have on a foreign-language reader. The main task of the translator is to convey the author’s intention, while maintaining the same aesthetic and emotional impact on the reader.

After analyzing the titles of G. Musso’s books listed in the table above, and their translations, we can distinguish the following ways of transferring titles (Musso, n.d): literal or almost literal translation. This is how the titles are translated into Russian.

Semantic translation takes into account the content of the entire work. For example, the title of the novel “7 ans après” (lit. 7 years later) in Italian sounds like this: “Sette anni senza di te” (lit. Seven years without you) and reflects the plot well: the couple divorced and only after 7 years they are brought together by certain events.

Selection of the new title. It may be noticed that the French are conveyed in the most abstract way. Most of the names received cannot even be called translations, because they are completely different expressions that do not coincide with the original and carry different meanings. For example, the novel “Parc que je t’aime” (lit. Because I love you).

Let’s get acquainted with the plot: a five-year-old girl disappeared in a store and was found by her parents exactly five years later at the place of loss, the name (lit. Lost and found) becomes clear. The translation of headings should be approached competently, taking into account not only lexical, semantic and grammatical features, but also the accepted graphic design of the text.

As a rule, all significant words in titles are capitalized. Let’s compare the titles of the works of another famous contemporary French writer Marc Levy with their translations (Levy, n.d).

<table>
<thead>
<tr>
<th>French language</th>
<th>Russian language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mes amis, mes amours</td>
<td>букв. Мои друзья, мои возлюбленные</td>
</tr>
</tbody>
</table>

Source: Search data.

The translation of the title of the work can also be affected by its film adaptation. For example, based on the novel by M. Levy “Et si c’était vrai...” (2000), the American film “Just Like Heaven” (lit. Just like in Heaven), released in Russia under the title “Between heaven and Earth” and since then the name of the published books has been changed. Sometimes the title contains incomprehensible realities to a foreign reader. So the title of the novel by the Belgian writer Nothomb A. “Robert des noms propres” does not allow literal translation.

In French-speaking countries, everyone knows that Le Robert is a popular and respected publisher of numerous French explanatory dictionaries, such as: Le Petit Robert, Le Grand Robert, Le Robert Junior, as well as Le Petit Robert des noms propres, etc. In other countries, only linguists or people deeply interested in the French language are familiar with this publishing house. The work of fiction is intended for the general reader. Such extra-linguistic factors can become an important factor influencing the choice of an equivalent (Anisimova et al, 2018; Borisova et al, 2018; Malyuga et al, 2018).

Therefore, in the compared languages, the original name underwent a pragmatic adaptation and found an adequate translation: “Dictionary of Proper Names” / “The Book of Proper Names” (English) / “Dizionario dei nomi proprio” (Italian). Pragmatic adaptation refers to a transfer that takes into account the recipient’s information reserve. It is “achieved by including additional elements in the text, omitting elements that are redundant from the point of view of the foreign-language recipient, as well as using semantic transformations” (Nelyubin, 2003).

CONCLUSION
The study was conducted on the material of the modern French and Russian languages to highlight some necessary specific features. It was performed in a synchronous aspect, taking into account the existence and interaction of the names of places and proper names and the linguistic description method was adopted as the main one. Analyzed linguistic facts survey, generalization of theoretical studies concerning the issues of modern derivation, a comparative examination of the names of places and proper names helped to identify the specifics of their formation and scope of use, to classify the linguistic material taking into
account structural and semantic features. Currently, the trends in translation of proper names, as well as the practice of Western European translation in general, are under the active influence of extra-linguistic factors, including cultural, socio-political, economic, including the realities of the book publishing process and the conditions of the book market.

Translation, which, in fact, is a purely creative process, actually fits into the existing circumstances of social and cultural life and the economic situation in the country of the host language (hence the limitation of the volume of the text, publication without comments).

The extra-linguistic factor largely affects the way proper names are represented in translation, primarily due to differences in the perception of the same historical and cultural facts among different peoples.

The political, social, and cultural situation in modern France has a significant impact not only on the choice of translated works and the number of translations performed, but also on the reader’s perception of the translated text, on the understanding of the author’s explicit and implicit assessments.

It is known that in many European languages, articles are placed before nouns. The category of determination in French and Italian is the same and includes the definite, indefinite, and partial or partitive articles. Each type of article performs a specific function and carries a certain semantic load. This must be taken into account when translating.

The indefinite and definite articles can perform a generalizing function. "The difference between them is that the definite article indicates all representatives of a given species and the indefinite article indicates each representative" (PETROVA, 2005). Compare: "Sept jours pour une éternité..." (French) / "Seven Days for an eternity" (English) / "7 giorni per l’eternità" (Italian).

The same rules do not always apply to the translation of book titles as to the translation of the text of a work of fiction itself. Often the name of the original changes beyond recognition. This happens for a number of reasons: misunderstanding, ignorance of the plot of the book, the presence of phraseological units, metaphors and realities in the IA, differences in the grammatical systems of languages and the mentality of peoples, and even the film adaptation of the work. However, the main reason is the desire to make the title more vivid, more expressive, intriguing for a potential reader/buyer, and whether this is always possible and how justified this method of translation is another question.

REFERENCES


The translation of the names of places and proper names from French to Russian

A tradução dos nomes de lugares e nomes próprios do francês para o russo

La traducción de los nombres de lugares y nombres propios del francés al ruso

Resumo
O artigo é dedicado a métodos modernos de tradução de nomes de lugares e nomes próprios do francês para o russo. Todos os idiomas podem criar dificuldades únicas na compreensão de textos específicos de uma cultura. É interessante notar que alguns nomes pessoais têm diferentes alusões que indicam gênero, idade, geografia, história, significado específico, alegria da língua e conotações culturais, quando omitir esta informação implícita resultará em uma tradução apropriadamente. Para analisar a transmissão de nomes de lugares e nomes próprios e seu significado de um idioma para outro, as transformações de tradução, o método de transliteração e a transcrição prática foram realizadas com ênfase em fornecer e explicar vários exemplos. Foi revelado que a tradução de nomes de lugares e nomes próprios do francês para o russo é ativamente influenciada por fatores extralingüísticos, incluindo culturais, sócio-políticos e econômicos, incluindo a realidade do processo de publicação do livro e as condições do mercado.

Keywords: Estratégia de tradução. Transliteração. Transcrição. Nomes próprios. Nomes de lugares.

Abstract
The article is devoted to the modern methods of translating the names of places and proper names from French into Russian. All languages have special letters, particular personal names, some of which are deeply rooted in the culture of the speakers of the particular language; consequently, they can create unique difficulties in understanding the culture-specific texts. It is interesting to note that some personal names have different allusions indicating gender, age, geography, history, specific meaning, playfulness of language and cultural connotations when omitting this implied information will result in an appropriate translation. To analyse the transmitting of the names of places and proper names and their meaning from one language to another were taken the translation transformations, transliteration method and practical transcription with the emphasis on providing and explaining numerous examples. It has been revealed that the translation of the names of places and proper names form French into Russian are actively influenced by extra-linguistic factors, including cultural, socio-political, economic, including the realities of the book publishing process and market conditions.

Keywords: Translation strategy. Transliteration. Transcription. Proper names. Names of places.

Resumen
El artículo está dedicado a los métodos modernos de traducir los nombres de lugares y nombres propios del francés al ruso. Todas las lenguas pueden crear dificultades únicas para comprender los textos específicos de la cultura. Es interesante notar que algunos nombres personales tienen diferentes alusiones que indican género, edad, geografía, historia, significado específico, alegría del lenguaje y connotaciones culturales cuando omitir esta información implícita dará lugar a una traducción apropiada. Para analizar la transmisión de los nombres de lugares y nombres propios y su significado de una lengua a otra se tomaron las transformaciones de traducción, el método de transliteración y la transcripción práctica con el énfasis en proporcionar y explicar numerosos ejemplos. Se ha revelado que la traducción de los nombres de lugares y nombres propios del francés al ruso está activamente influenciada por factores extralingüísticos, incluidos los culturales, sociopolíticos y económicos, incluidas las realidades del proceso de publicación de libros y las condiciones del mercado.