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The Possibilities of Translating Proper Names from English into Azerbaijani

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Introduction

The Latin verb "transferre," which means "to bring over, carry over," is the source of the English verb "translate," which is derived from "translatus."

The history of translation covers 2,000 years! Yes, the translation of the Old Testament into Greek is believed to have occurred in the third century BC, making it the earliest known translation.

We underestimate the depth and the relevance of translation in our daily lives. As the most frequently spoken language among native speakers, English is very much spoken everywhere. (330 million). English is the universal language of the modern world, if we take into account those who speak it as a second or foreign language. For this reason, translations both into and out of English are crucial. (41)

Even though English is a language that is often used, some people still cannot speak it. Furthermore, only speaking English does not guarantee that a person can communicate well enough to get through any circumstance. There is a lot more to language than merely exchanging words. It is a way to express one's culture, society, and beliefs. It may be difficult to maintain an appropriate conversation through translation if someone does not speak and comprehend English clearly and thoroughly.

Translating a text from one language to another requires a translator to be creative in conveying the text's genuine meaning. (42)

Translation needs to consider cultural considerations in addition to linguistic ones. The text's meaning can be significantly impacted by the way words are translated. For example, in translating poems, the translator and translators must collaborate in order to express the same message.

Translation is essential for the global exchange of ideas and knowledge, as well as for the dissemination of new information. It is also of undeniable importance in accomplishing

successful cross-cultural communication. Translation has the power to alter history via the dissemination of new knowledge. For some people, it is the only way to obtain information that will increase their understanding of the world. An important part of facilitating access to foreign literature is played by translators. The Nobel Prize-winning Portuguese writer José Saramago superbly captured this truth when he claimed: *"Writers make national literature, while translators make universal literature."* As an illustration:

- Greek concepts and philosophies were preserved into the Middle Ages by Arabic translators;
- The Bible has been translated into about 533 languages.
- TED talks are so big on the importance of translation that they have a specific project that will allow people from all over the world to listen to their talks from the best educators in the world.
- Translation helps sports teams and organizations from different countries and cultures overcome language barriers and expand the horizons of the peace and friendship in the world. For instance, a professional baseball team with international players will want assistance in interacting with both the media and other team members. Translation is needed for international conferences and global events like the Olympics, the World Cup, and Miss Universe. The attendees at these events will be unable to understand what is being said without a native speaking translator.

In light of everything mentioned above, it is evident that translation matters more than the recognition and focus it receives. The benefits of accurate and concise translation are already felt by a vast number of individuals worldwide, and their significance is becoming more widely acknowledged.

As stated above, the main purpose of translation is to convert spoken or written SL texts into equivalent spoken or written TL texts. Translating many types of documents—religious, literary, scientific, and philosophical texts, among others—into another language with the intention of making them accessible to a larger audience is the general goal of translation.

(Mahmoud Ordudari, July, 2007)

Translation is a difficult procedure because of the differences between SL and TL as well as cultural differences. The difficulty of communicating from the SL to the TL will increase with the size of the space between them.

The process of translating a linguistic unit from the source language to the target language is known as a complex procedure. This research attempts to categorize and examine the many kinds of proper names and reveal the ways of their translation. (49)

As acknowledged by the communication medium, the main obstacles in translating proper names are identities and meanings that are intrinsic, regardless of whether they are personal, place-specific, or connected to companies. The people participating as well as the larger cultural exchange may be impacted by misinterpretations resulting from inadequate translations.

Historically and culturally, proper names often carry complex nuances. Maintaining these features in translation is an act of cultural authenticity across language barriers, not just linguistic necessity.

The actuality of the research

Understanding the notion of optimum resemblance, translation is a unique type of communication that aims to establish interpretive likeness between the source and target texts. All writers want the audience to appreciate and comprehend their work. The notion that everything in one language can be transferred to another is evoked by the word translation, which is derived from the root "transfer." Transference is difficult to execute, particularly when it comes to words that have cultural connotations.

Translation needs to consider cultural considerations in addition to linguistic ones. The text's meaning can be significantly impacted by the way words are translated. For example, in translating poems, the translator and translators must collaborate in order to express the same message. It is hard to translate a poem without taking cultural influences into account, thus they must also take this into consideration.

Translation has the power to alter history via the dissemination of new knowledge. For some people, it is the only way to obtain information that will increase their understanding of the world. An important part of facilitating access to foreign literature is played by translators.

Nouns are essential to comprehending a given text. They differ from other terms due to certain characteristics. They are said to be vitally important and necessary for composing any kind of content. Nouns are categorised as common or proper in general. Proper nouns have a single referent (Bill, New York), whereas common nouns relate to a class of entities (e.g., cat). Proper nouns are terms that belong to a community's linguistic system and may not have the same meaning as a common name. There are differing opinions regarding proper names; some

academics think they are meaningless, while others assert that they have the same meaning as other words.

The subject of whether or not "proper nouns" in any language should be translated is one that is frequently asked. Proper noun translation is typically one of the most challenging tasks a translator must perform while translating a text. Despite the fact that names are significant to human readers, even experienced human translators struggle when it comes to names because it's still difficult to translate unknown phrases. There must be tactics that may be used to give the translator suitable answers to this issue. The purpose of this thesis is to investigate the construct of proper nouns and to explicitly address their translation.

Proper nouns are uncommon terms compared to other common words. They typically represent gender, age, history, specific meaning, cultural implications, animals, businesses, festivals, names of people, and geographic locations. Aguilera (2008) refers to person names as 'anthroponyms' and geographical locations as 'toponyms'; Nord (2003) refers to the latter as 'exonyms'. Proper nouns can be physical (things), figurative (beyond literal language, metaphorical), technical (scientific names), or slang (spoken by regular people).

The Object of the research The most common question, "Is translating proper names a problem?" usually makes one stop and consider it. The respond to it is consistent with the widespread belief that proper names do not require translation into other languages. It's even more intriguing to note that language scholars, like Vendler (1975), agree with the general public when they argue that proper names are not translated but are instead simply carried over to the target language during translation. This question, of course, depends a great deal on (a) our definition of a proper name, (b) our interpretation of the meaning of a proper name or, more broadly, of a linguistic expression, and (c) our definition of the term "translatability of proper names." In order to more precisely characterize our initial question—namely, what happens to proper names in translation, particularly when translating from English into Azerbaijani—the primary goal of this study will be to throw some light on these three points. (Vermes Albert Péter)

The Subject of the research:

The subject of the research will be proper names, their specific features, and their possible translations.

For illuminating the objective nature of our assumptions, we're intended to investigate the various proper names including the proper names in children's literature, the days of the

week, the names of the months, and the proper names in the satirical allegorical novella – "Animal Farm" (1945) by George Orwell, which, we hope will delve into the possibilities of translating proper names from English into Azerbaijani, shedding light on the specifics and significance of this dynamic, challenging and interesting problem.

Beyond the domain of theory, the study has applications for language specialists such as translators. It helps students improve their abilities and the overall caliber of their translation work by providing them with insightful knowledge and practical solutions to deal with the challenges of appropriately interpreting proper names.

Aims of the research:

1. To examine and evaluate the possibilities in translating proper names from English into Azerbaijani, with a focus on linguistic, cultural, and communicative aspects.

2. To show what happens to different types of proper names in the process of translation, particularly from English into Azerbaijani, and to systematise and within the frames of a suitable theory, explain the phenomena in question.

3. By identifying the challenges and principles of translating proper names, to contribute novel ways of meaningful and culture-based translation.

The tasks of this research are:

- Analyzing and classifying the proper names used in the novella Animal Farm and other challenging proper names and their translations into Azerbaijani.
- Identifying the translation strategies used during the translation process.
- Examining the effectiveness of these translation strategies in preserving the meaning, aesthetic values, and cultural nuances of the original names.
- Evaluating the adequacy of the translations in capturing the intended meaning and emotional impact.
- Providing more natural and culturally appropriate alternatives, if necessary, for the translated proper names.

Objectives of the research:

1. To examine various translation strategies employed in rendering proper names, assessing their effectiveness in maintaining the intended meaning and cultural authenticity.

2. To promote cultural sensitivity in the translation of proper names, recognizing the significance of preserving cultural nuances, historical references, and contextual meanings.

In order to achieve the outlined research goals and objectives, five research questions have been formulated:

Research Question 1. What are the linguistic and philosophical aspects of proper names?

Research Question 2. How are proper names classified? (according to which principles?)

Research Question 3. Which proper names can be translated?

Research Question 4. To what extent can proper names be translated?

Research Question 5. Which approach is more suitable for the suggested problem?

The methodological ground of the research (semantico-cultural and onomatopoetic principle) consists of both theoretical and practical aspects, drawing from the expertise of scholars and linguists in the fields of translation studies, comparative linguistics, and cultural studies. These sources have provided us with theoretical frameworks, methodologies, and principles that guide our analysis of the proper names in English and their translations into Azerbaijani.

The Method of the research In order to meet the aims and objectives of this research, a qualitative-descriptive approach will be applied as the research tool, which will enable us to provide complete, relatively detailed description of the theoretical and practical aspects of the problem and discover the underlying motives. The main feature of qualitative research is that it provides a complete, detailed description of topic and discover the underlying motives and possibilities in translating the proper names in the realms of the possibilities of the Azerbaijani language.

The scientific novelty of the research work is that it compares and analyzes the translations of proper names in English and also in Azerbaijani in order to show the possible translation examples. This is the first time such a comparative analysis has been undertaken for this particular topic in the Azerbaijani context, making this research one of its kind.

The theoretical significance of the research lies in its contribution to the understanding of how proper names are translated and the challenges faced by translators in conveying the intended meaning and impact of these specific expressions between English and Azerbaijani. Through the cognitive-conceptual analysis, this research aims to shed light on the cognitive and conceptual implications of proper names in Animal Farm and other proper nouns and the effectiveness of their translation into Azerbaijani. By examining the translations of proper names, this research aims to contribute to the field of translation studies by providing insights into the accuracy and effectiveness of translating these language items.

The practical significance of this research lies in its potential to enhance the translation skills and effectiveness of both students and professional translators. By providing valuable knowledge and insights into translating proper names, it equips them with the tools necessary for more accurate and effective translations. This research is significant in the context of Azerbaijani translations too, as it addresses the common perception that Azerbaijani translations are often of lower than desired quality and accuracy. Overall, this research on translating proper names has both theoretical and practical significance in the field of translation studies.

Structure of the Thesis

This thesis is organized into the following sections: Introduction, three chapters (Chapter I: Literature Review, Chapter II: Methodology, Chapter III: Discussion and Results), and Conclusion, followed by a list of references.

In the introduction, the research topic's significance and relevance are established, including the brief information concerning the identification of the object and subject of the study, scientific novelty, and theoretical and practical importance. Clear aims and objectives are set forth, and an overview of the thesis structure is provided.

Chapter I, titled "Literature Review," encompasses seven subchapters, offering an extensive review of previous studies related to proper name translation.

Chapter II, "Methodology," discusses the research methods, data collection techniques, data analysis methods, and other methodological choices employed in the study.

Chapter III, "Discussion and Results," Chapter III delves into the translation challenges of proper names.

The conclusion section summarizes the findings related to the theoretical and practical aspects of proper name translation.

Finally, the references section includes a comprehensive list of all sources cited in the thesis.

CHAPTER I:

REVIEW OF LITERATURE

1.1. Are Proper Names Meaningful?

Translation studies is a topic that has seen significant growth in recent decades. From the formal formation of the topic as a discipline in the 1970s to the several subfields that have emerged thereafter. One aspect within these subfields that was not previously discussed was the concept of translating as rewriting. Bassnett and Lefevere (2003) were the primary researchers to present this in the 1990s. Lefevere (2017) later expanded on this approach, categorizing the reasons for the changes. Though there is much disagreement and spirited discussion regarding the extent to which cultural elements should be translated to conform to the target culture, there is another viewpoint that is somewhat unrelated to the topic at hand. Even among those who study cultural translation, the translation of proper names—that is, names of places as well as names of specific people—begins to become contentious. Both adult and children's literature frequently used name translations for a considerable amount of time (Lathey, 2016). With a few notable exceptions, the necessity of rendering names appears to be decreasing. In children's literature, character names translated into other languages can help children feel less alone and

more connected to the story (Cámara, 2008; Wirnitzer, 2008; Lathey, 2016; Veiesund, 2020). This is especially true if the name has significance in the tale being told. (Burgess, 2005)

Nonetheless, Lefevere asserts that professionals and patronage are the two primary variables dictating what is and is not translated (Munday, 2016). Experts in the field of literary analysis are scholars and experts who have the power to decide what should be translated and what shouldn't. Patronage originates from powerful individuals and businesses outside of this domain. This is also covered in part by Lathey (2016) in her chapter on the decisions translators make when translating names from children's books to prevent names that are unfamiliar or challenging from making kids feel uncomfortable. Several well-known Disney characters, including Chip and Dale, Donald Duck, and Goofy, had their names modified in order to avoid alienating the character from the intended younger audience. More recently, names have been translated into other languages, such as Katniss from the Hunger Games series (Collins, 2008) and Torak from the Chronicles of Ancient Darkness (Paver, 2004). (Veronica Sand)

In a translational setting, proper name translation can be thought of as an easy, automatic procedure involving just little phonological modifications. If a name's meaning is limited to its referent, then this should actually be the case. But names are "dense with information," as Tymoczko (1999) asserts (p. 223). Because of their ownership, history, location, social connections, and other factors, they can have a wide range of connotative meanings. Furthermore, as Lyotard (1992; 319) asserts names act as a "rigid designator" of the textual environment. Whether the text is about a genre, theme, or cultural background, they can serve as an anchor that indicates the piece's identity. Proper name translation is influenced by a wide range of factors, including phonological, orthographical, morpho-semantic, and pragmatic idiosyncrasies; socio-political factors like publishers' manipulation and reception; accessibility to the target language audience, such as "recognizability and memorizability" (Timoczko, 1999, p. 225); and auditory preference and familiarity. Translators use proper names for a variety of purposes, according to Nord (2003: 182). The latter is particularly true in literary translation, since both real and invented names may serve as metaphors or symbols and make references to the concealed theme. (Eriko Sato, January 2016)

Proper Names: This section offers some ramifications for rendering proper names, along with a little historical overview of the fundamental ideas behind proper names and their translationability.

Semantics of Proper Names: Logicians and philosophers have disagreed about the semantic significance of proper names. According to Mill (1843/1956), a name has no connotative meaning and its bearer determines its meaning.

Of course, it is impossible to agree with this idea. How can a name without a meaning become a proper name – a person's name, a place's name, an animal's name, etc. How can it be processed? Therefore, we does not agree with this idea, we will prove that this idea is not true with facts in the further parts of the research.

The following is what Algeo says about proper names:

• Proper nouns begin with a capital letter.

• There are no plural forms for proper nouns.

• They don't require articles to be used.

• They are employed to denote singular and distinctive objects.

• Proper nouns have a unique definition that contains quotations from their expressions; from a semantic perspective, proper names typically do not communicate any traits about the objects they assign, hence they frequently have no meaning. (Algeo, J., 1973)

Proper names are not indicative of anything; they simply identify the people who go by them without implying or indicating any characteristics about them. .. It is true that there must have been a reason we chose those names for them over others, but once the name is given, it doesn't matter why it was chosen. According to this perspective, a name has no meaning if its bearer is absent. (Mill, 1956, p. 20) On the other hand, Frege (1892/1948) contends that a name's sense is its major semantic value, while its referent is its secondary value. As a result, an existing thing may be properly referred to by more than one name, and a name can meaningfully refer to an imaginary entity that does not actually exist:

There is a regular relationship between a sign, its sense, and its referent in which a specific sense corresponds to the sign and a certain referent to that, but there is more than one sign that can belong to a particular referent (an object). Diverse languages, or even the same language, have diverse ways of expressing the same idea. (Frege, 1948) This point of view gives meaning and truth validity to the statement that Santa Claus does not exist. This is so even though the proper word Santa Claus lacks a reference, it nevertheless has sense. In a similar vein, the statement "Superman is Clark Kent" has truth value and is similarly meaningful. This is why even though there is just one referent for the two names, they have two distinct meanings.

Russell (1905) maintains that the definitive description of an ordinary proper name is its semantic value, sharing the fundamental idea of Frege's notion of sense in names. The latter refers to a group of characteristics that can identify the name's bearer.

But Strawson (1971) disproves his theory: An everyday personal name is, in essence, a term that is used in reference without regard to any descriptive connotations it may have. (Strawson, 1971)

In a similar vein, Kripke (1979, 1980) contends that names invariably and rigorously identify the person they refer to, regardless of whether the descriptions were accurate or not. If the name's bearer is nonexistent in a feasible universe, the name has no meaning at all. When an object has multiple names, it's because names are associated with their bearer based on historical and causal circumstances. For example, the places Istanbul, Byzantium, Stamboul, Tsarigrad, and Constantinople all refer to the same location.

The names can change but different authors may approach to it from the diversity of angles or attitudes.

In contrast to Mill and Frege, Searle (1975) argues that a name has both a referent and a sense, but that the sense is not a description of the referent but rather a collection of the attributes of the referent to which the name is logically connected. Names also convey information about "tribal and familial affiliation; gender and class; racial, ethnic, national, and religious identity," according to Tymoczko (1999), who also claims that names are "dense signifiers, signs of essential structures of human societies." (Sadeghi Ghadi, A. 2010)

The study of the roles proper names fulfil in any given linguistic community has a long and illustrious history in both philosophy and linguistics. Linguists' interests and what they deem relevant for the common and everyday use of proper names are very different from philosophical concerns in many ways. The primary concern of philosophers is the question of what function proper names serve in connecting real-world facts to language expressions— what linguists refer to as linguistic signs.

When it comes to fulfilling and ensuring a clear, consistent relationship between a particular phenomenon in the world and a linguistic sign or the usage of a linguistic sign, proper names appear to be those linguistic entities most precisely adapted to do so. The central question in the philosophy of proper names for the past century has been what the relationship is between the world and a language, or more precisely, certain indications of a natural language. To the resolution of this issue, John R. Searle has made significant and notable contributions. The

functions of proper names in a natural language as described and defined by him have been widely acknowledged by linguists.

1.2. Linguistic "Aboutness" or Reference

Proper names are crucial to our comprehension of the "aboutness" or reference in language. Since it gives us our first grasp on the relation and shapes the way we think about it, the name-bearer relation, for example, is an excellent fit for the paradigm of the reference relation. Proper names have garnered significant philosophical interest due to these and other factors. Proper names, however, are as philosophically basic as they are divisive. Two primary parties have emerged in the dispute over proper names: descriptivists and non-descriptivists, like Kripke himself. This discussion began after Kripke's groundbreaking lectures Naming and Necessity. (Mark Textor • Dolf Rami, 2015)

Descriptivists maintain that proper names and definite descriptions are closely related, with a proper name's meaning or sense being conveyed via a (bundle of) definite description(s). A proper name's referent is the one that, if any, satisfies the definite description or descriptions that give rise to its meaning. Meaningful but empty proper names are acceptable to descriptivists. Additionally, they provide a first-rate explanation of accurate informed identity assertions, such as "Marilyn Monroe is no one other person than Norma Jean Baker." Their differing meaning-giving descriptions serve as the foundation for their informativity.

Against the descriptivist viewpoint, Kripke makes a number of reasons. In modal statements, he famously noted, it is impossible to modify the proper name of x and the precise descriptions that x satisfies without also changing the truth-value. He also gave the general framework for an alternative "picture" of reference, in which proper names are tags that are first introduced in a "baptism" and thereafter passed along in a communicative chain from speaker to speaker.

Instead of putting a stop to Kripke's arguments, they fueled the conversation regarding proper names. If he is correct, then a proper name's referent exhausts its semantic meaning. Therefore, how can an empty proper name have any significance? How may the proper names that surround the identification sign in an identity sentence be instructive? Despite Kripke's concerns, descriptivists have not abandoned their position since they have solutions to these problems. Instead, descriptivists have improved it by integrating Kripke's findings.

According to proponents of the causal chain theory, proper names are solitary terms that can only pertain to a single object. However, common sense dictates that there are a lot of Peter

Smiths. Therefore, how is "Peter Smith" a singular term? Burge's predicate view of proper names, which describes proper names logically as universal terms that may be joined with various overt and covert determiners ('the', 'this'), is a significant solution to this issue. The contributions that follow examine this viewpoint from various angles.

In her work "The other Francis Bacon: on non-bare proper names," Ora Matushansky distinguishes between four distinct uses of proper names, which she then delves into further: (a) names in naming-constructions, such as "is called"; (b) modified proper names, such as "the poet Goethe" or "an admirable Mozart"; (c) apparent uses of proper names with different determiner expressions, such as "every Alfred"; and (d) derived uses of proper names, such as "This is a Picasso" or "Waldo Cox is a Romanov." Of all these uses, she contends that the predicate view provides the most comprehensive semantic analysis.

Unlike Matushansky, Robin Jeshion and Dolf Rami contend that a comprehensive explanation of the general usage of proper names need not be provided by the predicate approach. The two authors draw attention to the fact that there are tenable systematic alternatives to treating terms like "Alfred" or "Picasso" as predicates at the same level of logical form consistently. Jeshion attempts to demonstrate in her article "Referentialism and Predicativism about Proper Names" that the predicative position is unsupported if one considers all pertinent information regarding the use of terms like "Alfred" or "Picasso." Upon a comprehensive examination of the data, it becomes evident that distinct systematic mechanisms underlie the predicative and non-predicative uses of proper names, rendering the case for a unified semantic interpretation less easy. The single term view therefore appears to be justifiable.

Additionally supporting the singular word perspective is Dolf Rami, in his study "The Multiple Uses of Proper Nouns." His goal is to demonstrate the various systematic meaning transfer processes that are at work in the various predicative applications of proper names. The paper's main argument is that there is a novel, yet unrecognised type of meaning transfer. This type of meaning transfer occurs when third-person personal pronouns are used in addition to proper name usage. Rami goes on to say that the predicate view has significant issues in explaining the suggested linguistic data. (Macnamara, J, 1982)

1.3. Meaning of proper names

The arbitrary nature of a proper name, however, is problematic. In theory, you can name your daughter 'John', although most Johns are male and of Anglo-Saxon descent. As a result, 'John' has a meaning that is similar to that of ordinary nouns like 'chair'. In an influential

monograph dedicated to defining the proper name, John Algeo states that "a word's meaning is the set of conditions under which it can be used appropriately" (1973) – it would therefore be inappropriate to call a piece of furniture with a back, a seat, and legs a 'lamp', as the word 'lamp' is used to designate objects that produce light, i.e. this word has a different meaning. (Tatjana Hramova , 11-13 May 2016, Riga, Latvia)

However, addressing a girl by the name "John" would also seem out of place because this name is typically used in a different context. Therefore, would it not be reasonable to argue that, just as the terms "lamp" and "table" have distinct meanings, so too do the names "Mary" and "John," even when we are unaware of the individuals they allude to?

There have been two distinct approaches taken by onomastics, philosophy, logic, and semantics to address this subject since it was first posed by Plato in his Cratylus. Certain people argue that proper names like "John" and "Mary" are "incorrect" or "less pure," while others maintain that names like these don't exist at all (see Hramova, 2009, p. 11–22). Bertrand Russell claims that a proper name is the only word type "capable of standing for a particular" (1918, p. 523) and that, as a result, its meaning is a particular in "The Philosophy of Logical Atomism."

Russell (1918, p. 523; see also Russell, 1940, p. 37) and some other logicians, including W. V. Quine (1960), assert that "you cannot name anything you are not acquainted with" and that, even in the event that you do, you are merely describing rather than naming. Put another way, a name is only a name if it refers to a specific John who really exists; in that case, the name's meaning is this specific John. However, when discussing John Donne, Sir John Falstaff, or John Bull, the name "John" is not only a meaningless one; rather, it is a description because no object is associated with it. (Quine, 1960, p. 180)

In 1992, R. J. Nelson criticised Russell for his inability to discern between meaning and reference, stating that names have meaning even when they may not refer (1992, p. 13). He cited Cerberus as an example of a name that "does not name anything, although it means a three-headed dog." Nelson is undoubtedly correct when she says that Russell causes confusion by using the word "meaning" when most people would prefer to use the word "reference." He fails to acknowledge, though, that Russell would not consider Cerberus to be a name because, although he did not distinguish between meaning and reference, a name for him and Mill is undoubtedly a word that refers to a specific thing or, to use Mill's terminology, denotes a specific thing but does not have a connotation. Cerberus, therefore, cannot be a name even though it designates a distinct creature because we are not familiar with the three-headed dog it represents.

Bertrand Russell's logic does not, however, explain how a name may both refer to something and have a meaning, therefore it is not perfect. Whatever terminology we choose, it is obvious that John Donne would claim his name is a description, whilst Bertrand Russell would consider my neighbor's name, "John," to be a name. Whichever term you use, it doesn't seem to matter much in terms of what Russell is trying to say. Whether my neighbour is a referent or a meaning of "John" is not relevant.

"Pure' and "less pure" names; Additionally, there is a school of thought that argues in a somewhat different way than Russell did. Alan Gardiner appears to concur with Russell and Quine in The Theory of Proper Names: A Controversial Essay when he states that "when we speak of a 'name' we imply that there exists something to which a certain sound-sign corresponds" (1954, p. 7). He acknowledges, however, that some names are "slightly less pure examples of the category than completely arbitrary and unintelligible names" because they "on rare occasions, [...] might give [assistance] by their suggestion of sex, nationality, or country" or because they have a clear etymology (1954, p. 42). According to Gardiner, names can be classified as "less pure" when they appear to imply a meaning and are thus connotative, or as "pure" when they are arbitrary and denotative. Nevertheless, Gardiner would like to deny that there are more instances than not where a name has a connotative connotation. First of all, it is extremely uncommon for a proper name—by which I mean any proper name—to not imply a particular meaning, either through a distinct etymology or by implying certain characteristics that the referents have in common. For this reason, it is reasonable to assume that arbitrary and "purity" are exceptional rather than inherent qualities of the name. Second, the concept of connotation is highly vague in and of itself, raising doubts about the existence of "pure" or non-connotative names. For instance, someone who does not speak Latvian would likewise be ignorant of the meaning of the word maize, which is "bread," or, to use Mill's nomenclature, what the word implies. In the same way, someone who does not speak Latvian would be unaware that the name "Jānis" denotes a male Latvian referent.

Thus, learning a language appears to be the primary determinant of the connotative meaning of both common and proper names, rather than any other factor. That is to say, given that their "purity" is contingent upon our proficiency in a language, "pure" names are not all that different from "less pure" ones. Consequently, even though the geographical name "Prusaki" has a fairly clear derivation and means "cockroaches," it would be meaningless and hence "pure" to non-Lebanese speakers.

In contrast, the etymology of the surname of well-known French film director Alain Resnais is unclear. However, Latvians always find it funny because they associate it with the Latvian word resnais, which is a variant of resns, meaning "fat." As a result, determining whether a name fulfils its function as a proper name or whether it implies a particular meaning and is hence connotative and "less pure" is typically extremely difficult, if not impossible.

1.4. The Classification of Proper Names

Nouns are essential to comprehending a given text. They differ from other terms because of certain characteristics. They are said to be vitally important and necessary for composing any kind of content. Nouns are categorised as common or proper in general. Proper nouns have a single referent (Bill, New York), whereas common nouns relate to a class of entities (e.g., cat). Proper nouns are terms that belong to a community's linguistic system and may not have the same meaning as a common name. There are differing opinions regarding proper names; some academics think they are meaningless, while others assert that they have the same meaning as other words. Words that refer to an individual phenomenon and are used to express a person, animal, location, or situation are called names that are commonly used to describe all living and non-living elements. (Nord 2003)

Proper nouns are uncommon terms compared to other common words. They typically represent gender, age, history, specific meaning, cultural implications, animals, businesses, festivals, names of people, and geographic locations. Aguilera (2008) refers to person names as 'anthroponyms' and geographical locations as 'toponyms'; Nord (2003) refers to the latter as 'exonyms'. Proper nouns can be physical (things), figurative (beyond literal language, metaphorical), technical (scientific names), or slang (spoken by regular people). Many experts have proposed their own definitions for proper nouns.

Fernandes (2006) defines proper names as "dense signifiers" in the sense that they carry information about a character's fate or indicate how the tale may develop. According to Quirk and others (1972), proper nouns have the following three characteristics:

- Proper nouns do not have a full set of determiners.
- Proper nouns lack an article, such as the names of festivals, months and days of the week, continents, countries, cities, lakes, and mountains; however, some classes of proper nouns, such as plural names, names of rivers and seas, hotels, restaurants, and newspapers, require a definite article.
- Proper nouns are capitalised.

In addition, (Algeo 1973: 9-13) proposed the following classification of proper name criteria:

ORTOGRAPHIC:

- Proper names are capitalized.

MORPHOSYNTACTIC:

- Proper names have no plural forms.
- Proper names are used without articles.
- Proper names do not accept restrictive modifiers.

REFERENTIAL:

- Proper names refer to single unique individuals.

SEMANTIC:

- Proper names do not impute any qualities to the objects designated and are therefore meaningless.
- Proper names have a distinctive form of definition that includes a citation of their expression.

In terms of grammar, proper nouns act similarly to ordinary nouns in sentences. Some proper nouns can not accept demonstrative pronouns as determiners; for example, nobody can say this John if there are people named John. However, it is clear that there are always exceptions and limitations to the generalizability of proper nouns.

According to Ahanizadeh (2012), names can point directly to a single, concrete referent; however, they can also carry a semantic load; thus, names are mono-referential, which means they refer to a single entity, but not mono-functional, because they can have semantic, semiotic, and sound symbolic meanings in literary works.

Sperber and Wilson (1986) also debate about different types of proper names. They point out that proper names might be prototypical (names without descriptive information) or less prototypical (names with logical entries). In general, it is difficult to determine if a given noun is common or appropriate. A noun's category may also change depending on how it is used. In the sense that it might be a common noun in one context and a proper noun in another. (Sadeghi Ghadi, 2010).

Proper names given by Valentine, Brennen, and Brédart (2002: 4); are defined as unique entities that include names of people, places, objects, animals, institutions, facilities, newspapers, magazines, books, musical compositions, and once-in-a-lifetime events.

Jaleniauskienė and Čičelytė (2009) state that proper names generally include names of persons, places, businesses, animals, zodiac signs, festivals, and other categories.

Similar to this, Gutiérrez Rodríguez (2003) also discusses proper names, classifying them into four categories: names for people, places, objects, and animals. Furthermore, figurative (metaphorical, beyond their literal meaning), technical (scientific names), tangible (things), and slang words can all be considered proper names, according to Zarei and Norouzi (2014: 152). According to the above-mentioned researches' ideas, appropriate names might be the names of persons, places, animals, organisations, or days of special significance.

Parianou (2007) asserts that techniques like logical, semiotic, sociological, ethnic, historical, emotional, cultural, pragmatic, and psychological markers convert proper names into significant linguistic features. Personal and place names are the most commonly stated proper noun kinds when proper nouns are discussed because they fall into two basic noun categories. However, proper names are more than just names of persons and places. (Parianou, 2007) According to Parianou, proper nouns fall into the following groups:

- Personal names, surnames, nicknames, names of fictional or supernatural people, personified animals, names of unusual animals or objects, such as Mickey Mouse, Tom and Jerry, Bucephalus (war horse of Alexander the Great) and doll names like Barbie are examples of personal names and personal information;
- Geographical names include those of towns, cities, nations, islands, lakes, mountains, rivers, and celestial bodies;
- Institution names include: government agencies, organisations, theatres, medical facilities, hotels, restaurants, medals, titles, rankings, festivals, and special days and days with religious themes;
- Names of unique items and artwork: books and other publications, buildings (Empire State Building), ships (Vasa, Titanic), monuments (Taj Mahal), or other distinctive items (Excalibur - legendary sword of king Arthur, Mona Lisa);
- Trademark names: trademarks and brand names together;
- Names of unique and singular events: Historical, prehistoric, and geological periods (World War I, Renaissance period) (2007).

Ten categories of proper names were identified by Newmark. The People's name is the first category. For example, John into John and James into James are examples of this type, which is a person's name, has no connotations, and refers to a single subject or person. John refers to John; those names are particular and relate to a specific person. James is referring to James, so no rendering is required.

In the first category of human names, the author noted that proper names do not have any calling meaning. However, we can show that this is not the case by showing some special nouns from the Azerbaijani language. As an illustration: Çiçək, Bənövşə, Yasəmən, Qəhrəman and other such special names are given to people inspired by the meanings of these conventionalized notions referring to different specifics of the observable nature.

We can list examples of human names from George Orwell's Animal Farm. For example, Mr. Jones, Mr. Pilkington, Mr. Frederick, etc.

The object's name comes second. Trademarks, brand names, and proprietary items are also included in this category, such as Louis Vuitton becoming LouisVuitton and Thalidomide becoming Contergan, in addition to tangible products or inanimate objects. Not a trademark, Louis Vuitton is a French fashion brand. Consequently, the nationality is maintained and they are not translated. Meanwhile, one of the US medicine names was Thalidomide, which was renamed Contergan after obtaining a German trademark.

The name of a historical figure is the third. Due to the historical significance of the name, it incorporated historical figures like Pope Franciscus (Eng) into Paus Fransiskus (Ind) and Papa Fransisk into Azerbaijani.

The first and third categories mentioned by the author can be taken as one class. Since the names of historical figures are included in the category of human names, there was no need to mention these classes separately.

The name of a literary figure comes in fourth. Folk figures like Gennie into Jin (Ind) and figures from fairy tales are among the literary figures. One of the fictional characters in the Aladdin tale is Gennie; her name is referent and has the same meaning in the target language. Gennie as a character name is rendered into Azerbaijani as like Cin.

Examples of character names used in George Orwell's "Animal Farm": Bluebell, Jessie, Pincher, Squealer, Moses, Snowball, Napoleon, etc. We should also note that these names in the satirical allegorical novella are not human names but animal names.

The address's name is the fifth. It's similar to providing someone else your address, title, and any relevant fields. For instance, you may change Mr. Andrew to Signor Andrew or Mrs. Hannah Abroad to Frau Hannah Abroad. The names are converted into corresponding addresses in TL and used as the name of the address. Mr. (English) becomes Signore (Italian) in the first address, while Mrs. (English) becomes Frau (Germany) in the second.

Words such as Mr. And Mrs. mentioned in this category, which are used when addressing people, are not very suitable to be converted in the translation process. If these words are used, during the translation, it is necessary to either keep them as they are, or note what they actually mean as a note at the end of that page. The principle *"Language is indexical"* (means the language varies depending on speaker) should be given deserved consideration.

The Geographical name is the sixth. It is the name of a country, town, or province, such as Vienna becoming Wine or Ivory Coast becoming Pantai Gading. Since the names relate to countries and places, they are regarded as geographical names. The name Ivory Coast (Eng)=PantaiGading (Indonesian) is not arbitrarily altered because it is permitted to be translated as Pantai Gading. The term however still designates the same country. The name Ivory Coast (Eng) is rendered into Azerbaijani as Fil Dişi Sahilləri.

The names of the streets and squares make up the seventh. Street and square names are included, for example, Jalan Kapten Muslihat becomes Kapten Muslihat Street or Alun-Alun Malang becomes Alun-Alun Malang. Jalan (Ind)=street(Eng) is the only word that has changed; the street name remains the same. Malang Square is not transformed from Alun-Alun Malang, though. Because it is the name of a location in Indonesia, the original name should be kept, much like Times Square or New York Square, which are not translated as Alun-Alun Times or Alun-alun New York. The translation of the names would convey their national origin.

The eighth is the name of the company, hospital, school, or other establishment—for example, London School became London School of Public Relations. The names Thompson & Co. (Eng), Harvard (Eng), and London School of Public Relations (Eng) are all borrowed into Indonesian and Azerbaijani in the same way.

Name of newspaper, magazine, or periodical is the ninth. It contained the name of a journal, periodical, or newspaper, such as Jakarta Globe or Journal of Applied Linguistics and Language Research, which had the same translation. The names of journals and newspapers serve as examples. The previous name is sent unchanged straight into TL.

The names of the artworks come last. It mentioned the piece of art's name. The name usually has a well-established translation. A name that has an official translation into another language is said to have an established translation. For example, La Gioconda can be translated into Mona Lisa. Mona Lisa is a well-known translation of the term La Gioconda. (Newmark, P., 1993)

1.5. Linguistic Use of Proper Names

Multilingual circumstances are typically examined in linguistic landscape research based on the languages used on signs. Signs are coded according to the languages that appear on them in various quantitative studies of the linguistic landscape, which establish the distribution of languages. This implies that the researcher must identify the language or languages in which each linguistic element on the signs is written. To put it another way, each piece needs to be categorised according to language. Proper names are frequently seen on signs, although decoding them is not always simple. (Loulou Edelman, 9 July, 2007)

Proper names are frequently used in texts found in linguistic contexts and ads. Proper names are a semantic category of nouns, usually referred to as "proper nouns." Proper names set one person or thing apart from another; they identify them, whereas common nouns separate one type of being or thing from the other types. In particular, proper names are used for persons, animals, places, buildings, ships, aeroplanes, periods of time, organisations, and institutions (Haeseryn et al., 1997)

Shop names, brand and product names, and resident names are examples of proper names that are commonly used in language. Proper names are typically written with a capital first letter in many languages written in the Latin script. This section examines the function of proper names in advertising and the linguistic environment based on a brief assessment of the literature.

Salih and El-Yasin (1994, in El-Yasin and Mahadin (1996)) conducted customer interviews to learn about their perceptions of foreign names. These clients are most likely from Jordan, despite the fact that El-Yasin and Mahadin (1996) make no mention of this. When asked which of two clothing stores—one with an Arabic name and the other with an English name—they believed to be more expensive, 73% of the interviewees said the English-named store would be more expensive than the Arabic-named store. In response to a subsequent query, 83% of the clients stated that higher-quality clothing costs more; not a single person stated the reverse. The researchers draw the conclusion that most consumers identify foreign brands with

high-quality items based on their responses to both questions. As a result, correct proper name language may influence consumers to make a purchase.

This means that special names are also very important in the field of trade. Choosing the right proper name should be the main principle in this work. The correct conclusion from the survey is that people – consumers consider commercial objects with a special name in English more prestigious and expensive, and they believe that the goods sold there will be of better quality. All this is evidence of the great influence that proper names have.

Proper names are especially appropriate for multilingualism that is impersonal. They aim to evoke strong feelings rather than impart accurate information; the implication is more significant than the denotation. In the Italian city of Trieste, Schlick (2003: 6) discovered the store names & AND and thereafter. Function words, which have little to no lexical meaning, come before and after. "In the aforementioned cases, the language itself—English, the global language of trendiness—seems to carry enough additional meaning that shop owners consider even function words appropriate as shop names," the author comments. Therefore, expressing emotion with proper names is one of its main purposes.

As you can see, even words that have no lexical meaning, only grammatical meaning, can be used as proper nouns and gain meaning in this case. In fact, the purpose here is to touch the hearts of buyers by using such words as special names, to be able to convey some feeling to them.

As was previously said, the brand name is crucial in commercials, and proper names are frequently employed to give a product or store a distinct international character. In addition, it is challenging to examine these components in light of the language in which they are written. Languages are not isolated entities, as evidenced by the fact that many names "belong" to multiple languages due to genetic relatedness and language contact. Compared to common nouns, proper names appear to be more easily borrowed or adopted from other languages.

Since there is no rule that any word must necessarily belong to one language, proper names are international in this respect. In whatever language the name is used, it is changed within the framework of certain rules and considered to belong to that language.

For instance, the Greek goddess of triumph inspired the name of the American sportswear company Nike. Does this suggest that Nike originated in Greece, or does the term eventually find its way into other languages? More broadly, how should proper names be

categorised according to language? The response to this query has significant effects on how signs are coded in linguistic landscape studies.

The fact that names can be modified to fit various situations is evidence in favour of the theory that names belong to particular languages rather than to any language. When introducing themselves to foreigners, people frequently "translate" their first names in certain nations, such as China, Poland, and Surinam. They either substitute their names with unrelated names in another language or with a cognate in another language, such as Dutch Pieter for the Polish name Piotr.

We should note that there is no such change in the Azerbaijani language. Although names and surnames show certain differences during writing, they do not change according to other languages during pronunciation, that is, during the speech process.

Place names and the names of popes, monarchs, and authors who lived long ago are frequently translated. Exonyms are foreign terms used as geographic proper names. Translation of proper names is discussed as (im)possible in Fourment-Berni Canani (1994). He uses the place names Venice and London as examples. The English and French names for the Italian city Venezia are now Venice and Venise, respectively.

Although the name Venice is also used for a city in the American state of California, it is not translated as Venezia in Italian or Venise in French. London, an English city, is now known as Londra in Turkey and Italian and Londres in French. Nevertheless, this is not how the French and Italian translations of the Canadian city of London translate. As a result, a place-name can be translated if it has previously undergone a name change in the target language, according to Fourment-Berni Canani's conclusion.

Another example of how names can vary depending on the situation is the fact that several global brands use distinct names in various nations. This is exemplified by the ice cream brand Heartbrand from Unilever. Products with the Heartbrand name are available in over forty nations. The brand is referred to by a number of names, including Wall's (in the United Kingdom and most of Asia), Ola (the Netherlands), Kibon (Brazil), Algida (Turkey and Italy), and Langnese (Germany).

These are indications that proper names acquire characteristics according to the language in which they are used. Stated differently, proper names can appear in any language, depending on the circumstances.

There are arguments in favour of the theory that names are a part of any language in which they are used, even though these instances demonstrate how names can be a part of particular languages or cultures. "Proper names present special problems not only for theories of language but also for indexing and language identification, whether performed by human or mechanical agents," argues Bade (2006: 193) in an essay on language identification for library catalogues. He uses the name of a well-known Chinese naval officer, Zheng He, written in Roman character, to demonstrate these issues in the book.

The name Zheng He has not been changed in the book Bade reviews, whether it is mentioned in English, French, or German. Zheng He thus retains its foreign flavour while still being identifiable as an authentically Chinese name. Stated differently, Zheng He is a Chinese proper name in any situation, although depending on the linguistic context, it may not always be a proper name in Chinese.

Sometimes there are special names that do not need to be changed in context, so the author prefers to keep them as they are. This is usually evident in personal names, place names, and other similar special names. Changing them can damage both their own meaning and their contextual meaning.

It is also clear from the above example that despite the use of other languages in the work, the author kept the name of the main character the same in all languages as in Chinese. Zheng He retains its foreign flavour while yet being identifiable as a name with Chinese origins. Stated differently, Zheng He is a Chinese proper name in any situation, although depending on the linguistic context, it may not always be a proper name in Chinese.

Similar questions to the ones below are posed by Crystal (2003), who asks if proper names belong in the lexicon. He contends that while/though proper names are typically not included in the definition of actual vocabulary, they are nonetheless a necessary component of language acquisition. When studying English, French speakers must learn to substitute London for Londres. Proper name grammar and pronunciation must also be taught to them. Certain names have acquired extra meanings, while others are a part of the idiomatic past of a language group.

Certain proper names—like the English Christmas, January, and the Moon—are thought to be language-specific, while others—like Alpha Centauri, Diplodocus, and Helen Keller—are thought to be language-neutral. According to Crystal, proper names go outside the bounds of the lexicon.

Furthermore, the limited possibility of translating names indicates that names might occasionally be a component of certain languages. While not taking that decision into consideration, other linguistic landscape researchers did give their language of origin actual names.

The fact that proper names can arise in any language, depending on the circumstances, is a counterargument to the idea that they belong to the language of origin. According to Korzilius et al. (2006), names with and without significant words are distinguished, with the understanding that the latter are typically givens. Nonetheless, it appears that choosing between the two categories of names can truly be a question of preference, and the differentiation between names with and without significant words seems to be highly arbitrary.

A different, temporary approach to the issue of proper name classification could be to give each name its original language and code for each sign, regardless of whether it comprises of:

1)   Proper name(s)

2)   Other text, or

3)   Both.

This enables the various sign kinds to be taken into consideration independently.

Because of the unique place names have in the linguistic landscape, coding the names in accordance with the language of the setting would result in the loss of interesting information. It's interesting to observe which languages are employed to evoke strong feelings in people. (44)

1.6. Categorization of Proper Nouns

According to Newmark (1988b), appropriate nouns fall into one of five categories:

- Proper names
- Terms from historical institutions
- Terminologies used in international institutions
- Institutional terms at the national level
- Terminnologies used in culture

Common and proper nouns: Nouns are essentially divided into common and appropriate categories. While proper nouns have a single referent, common nouns relate to a class of entities. Proper nouns designate particular individuals, locations, and objects, whereas common

nouns are only collective names for the same. The nouns "park" and "dog" are common in the sentence "Meet me at the park tomorrow and bring your dog." The statement "Meet me at McGolrick Park tomorrow and bring Rufus" might be made clearer by adding proper nouns. In this instance, the name of the park is "McGolrick Park," and the dog's given name is "Rufus." (44)

In addition to denoting a specific item or thought, a common noun can also suggest a quality that all the objects or notions it refers to have in common. In contrast, a proper noun is limited to designating a particular living or non-living object, location, or concept. Stated differently, a proper noun is, in the words of Mill, a meaningless mark that is employed to differentiate one object from another (1967). Take the common noun "chair," for instance. A back, a seat, and legs are features that all chairs have, regardless of how they are designed. When we contrast this with the proper noun "John," it appears that everyone who goes by the name "John" is named that way completely at random and has nothing in common. Consequently, it is generally accepted that a proper noun has a reference, whereas a common noun may have both a meaning and a reference. (W. Isaacson , 14-17 April 2016)

Proper nouns function in sentences in a very similar grammatical manner to common nouns. Nonetheless, they differ from common nouns in a few ways. The principal ones are:

Restrictive relative clauses and adjectives are not accepted by proper nouns. The phrase "the old Shakespeare felt the closeness of his death" refers to the implied comparison of one of Shakespeare's many historical incarnations with the others; as such, the word is used in the grammatical sense as a common noun.

Put another way, context ultimately determines whether a noun is considered common or appropriate. We have to deal with a common noun homonymous with a proper noun if there is a chance that in a particular speech scenario, what appears to be a proper noun may have referents (this John, two Johns) (Baker, M. 2003)

It is clear from this that whether a noun belongs to a general or a specific category depends on how it is used within the context. A word that is considered a common noun may be considered a proper noun within the context, or vice versa. (Saleh Delforouz Abdolmaleki, 2012)

Specific individuals, locations, days of the week, brands, and titles are all included in proper names:

1.   Names: People are examples of proper nouns, or proper names. The names of pets must be capitalised since they are proper nouns as well.

2.   Titles of individuals: Titles of individuals, such as President Abraham Lincoln and Queen Victoria, are also proper nouns.

3.   Places: A proper noun can also refer to certain places, like as nations, states, cities, or specific locations. England, Santiago, South Street Seaport, and Ebbets Field are a few examples.

4.   Calendar days: Months and days of the week, such as March and Monday, are proper nouns in English grammar. The seasons are not proper nouns, despite the fact that the months of the year are, and thus should not be capitalised. As an illustration, "December is my favourite month because it signals the start of winter".

5.   Holidays: Holidays are proper nouns, such Christmas and Labour Day.

6.   Brand and company names: Capitalization is required for both brand and company names, which are proper nouns.

7.   Titles of works: Proper nouns include periodicals, like The New York Times, as well as the titles of particular literary and artistic works, like Romeo and Juliet and The Thinker. Important terms in literary or artistic works' titles are capitalised. Unless hey are the first word in the title, conjunctions and articles with fewer than four words are written in lowercase. Take Pride and Prejudice and The Merchant of Venice, for instance. (Rouhollah Zarei, Somayeh Norouzi, 2014)

The first-person, singular pronoun "I" is usually capitalised in English sentences, yet it is a pronoun, not a proper noun. Proper adjectives are not proper nouns, yet you capitalise them nonetheless. For instance, "French" is a suitable adjective that modifies "croissant" in the statement "I want a French croissant."

1.7. Arbitrariness, Motivation. Arbitrary or Motivated Meaning on Proper Names

In semiotics, the study of the sign—the combination of a form (signifier) and a meaning (signified)—has been conceptualised as either *arbitrary* or *motivated*. The idea that the sign is arbitrary in modern linguistics originated from student notes from Saussure's lectures, which were later published posthumously as Course in General Linguistics (CGL) ([1916] 1986). In these notes, Saussure provided a conceptual explanation of the linguistic sign, characterising it as the arbitrary joining of a sound pattern with a meaning. Philosophers like Plato and Aristotle are credited with helping to develop this idea, therefore it is not a novel idea. (Tim Dowling)

Conversely, modern social semiotic theorists like Hodge & Kress (1988), Kress (1993, 2010), Kress and van Leeuwen (2006), Machin (2007, 2010), van Leeuwen (1999, 2005), van Leeuwen and Jewitt (2001), and others adopt a different tack and investigate the ways in which individuals employ signs to convey ideology and meaning through a range of media, including visual designs, music, film, and television. This viewpoint implies that all indications, whether linguistic or not, have meaning, that's they are all motivated.

Language is a system of arbitrary vocal symbols or signs. What's a sign? A sign could be anything. However, a sign isn't really anything until it's created, utilised, and/or understood by someone to mean something. Consequently, every sign has a purpose (every sign is motivated) when it is used.

One way to classify signs is based on the concepts of motivation and arbitrariness. When there is "no natural connexion in reality" between a signifier and a signified, the sign is considered arbitrary. An arbitrary sign is one in which any signifier could be selected to stand for any signified, in keeping with its etymology. That is to say, no signifier can signify any given signified if there are no logical, necessary, or sufficient conditions.

For example: arbitrary meaning – a pen, blue; motivated meaning – a blue pen.

The concept of the "arbitrary sign" denotes a signifier-signified relationship in which there seems to be no discernible rationale for a certain form to signal a particular meaning. The Swiss semiotician Ferdinand de Saussure (1966) emphasised that there is a "arbitrary and conventional" relationship between the meaning of a written or spoken word and its form. (Peter J. Ridley, June 2016)

As an illustration, the term "tree" does not convey any (iconic) information about the nature or appearance of the object being discussed. According to this viewpoint, every signifier might work for any signified: "Convention," as a form of (social) authority, maintains the relationship between signifier and signified in a community. This relationship is always motivated, according to social semiotic theory. When creating a sign (as opposed to using one), the sign maker chooses a signifier based on how well it expresses a specific meaning.

Various languages have various terms for common objects. For instance, in English, a book is pronounced /bʊk/ and written "book," but in Azerbaijani, it is pronounced /kitap/ and written kitab. Throughout history, several cultures have designated distinct phonemes and graphemes to represent common objects that have no inherent or logical connection to these signifiers.

In contrast, a motivated sign has a rationale behind linking a signifier and a signified. There are several ways to inspire a sign, including intention, indexation, likeness, and causality. A video recording of a concert, for instance, is highly motivated because it depicts (resembles and indexes) the presented material with a high degree of realism. "The more a signifier is constrained by the signified, the more "motivated" the sign is," as Chandler (2007: 254) observes. Signs can therefore be positioned along a continuum to indicate whether they are largely arbitrary or motivated.

As for the two types of meaning (arbitrary or motivated) that exist in proper nouns, we can note that while arbitrariness manifests itself in all proper nouns, motivated meaning is observed in some of them due to certain reasons. For example, in the Azerbaijani language, words such as çiçək, yasəmən, bənövşə, arif, qəhrəman, ayaz have only arbitrary meanings, but when these words are used as proper nouns, they acquire a motivated meaning. Because when people give these names to their children, they are influenced by the general meaning of these words. This is an indication that there is a connection between the meanings of these names and the people who bear them. That is, this influence does not happen without reason.

CHAPTER II. METHODOLOGY

An overview of the history of proper names and their meanings, classifications, and linguistic and philosophical approaches to proper names and relevant literature were discussed in the previous chapter. This overview outlined some of the nuances about actually, what we mean by proper names?, as well as the problems associated with the translation of names. It shed light on a gap in the literature for studies that investigate the translation of proper names from English into Azerbaijani for laypeople. Therefore, the aim of this research is to fill this gap by investigating the process of translating English proper names for Azerbaijani speaking laypeople and vice versa, which will be done from the perspective of the functionalist theories of translation.

This chapter outlines the methodology employed in this thesis, which explores the possibilities of translating proper names from English into Azerbaijani. The chapter details the data gathering methods, corpus development, data preparation for analysis, and the data analysis procedure. It is important to note that the study primarily relied on information gathered from various online sources, children's literature, examples of different universal proper names. Surveys or other forms of data collection from participants were not conducted. In the context of the study, document analysis and qualitative-descriptive research method were used as data collection methods.

This study aims to investigate the possibilities of translating proper names from English into Azerbaijani. The aim of this methodology chapter is to describe the approach and techniques used to investigate the possible solutions in the field of proper names translation. This research seeks to identify and analyze these solutions in order to provide insights into the complexities and nuances of proper name translation within the context of the Azerbaijani language. To achieve these objectives, an empirical and exploratory, and comparative study employing a qualitative methodological approach incorporating qualitative data collection and analysis methods has been adopted.

It sets to provide an understanding of some of the difficulties inherent in the translation of proper names and an overview of possible methods and solutions. For the sake of clarity, the abbreviations "SL" and "TL" are used to refer to "source language" and "target language" respectively.

2.1.   Data Gathering Instruments of the Study

Several data collection tools were used to gather relevant data in order to address the research topics raised in this study. These tools were carefully selected and developed in order to determine the validity, consistency, and applicability of the information gathered with respect to the study topics. The principal instrument for data collection in this study was a comprehensive search conducted using various search engines and online databases to gather information on proper name translation, its challenges, and the specific context of possibilities of translating proper names from English into Azerbaijani. This included reputable websites, academic journals, and online repositories of the existed literature. A thorough review of the previous literature, including textbooks, journal articles, and conference proceedings, was undertaken to gain a deeper understanding of the possible proper name translations, solutions and methods, and practices that are relevant to proper name translation. This offered a strong basis for recognising and evaluating the difficulties encountered by translators. A wide range of reference works and textbooks were examined in order to compile an extensive list of instances of proper names, concepts, and situations. For a knowledge of these terms in both languages, these texts were an invaluable resource.

2.2. Corpus

A corpus of proper names, consisting of both English source documents and their corresponding Azerbaijani translations, was developed to facilitate the analysis of translation possibilities. The corpus was carefully selected to include a variety of proper names, such as personal names, characters of children's literature, names of the days of week and names of the months, characters of the allegorical novella – "Animal Farm" and research articles. The corpus was then annotated to identify linguistic features, cultural nuances, and terminological issues that contribute to the translation challenges. The corpus serves as the primary data source for the analysis of proper name translation possibilities.

2.2.1.   Preparing the Data for Analysis

The gathered data had to be ready for methodical inspection before any data analysis could start. Organising and preparing the acquired data—including the corpus of proper names and the researcher's notes for analysis—was the first stage in getting the data ready for analysis. To guarantee quality and consistency, the data had to be cleaned and preprocessed. This procedure included standardising formatting and removing unnecessary text. In addition, the data was classified according to a number of linguistic and translation-specific criteria to make it easier to spot trends and themes pertaining to the difficulties in translating proper names. The phrase examples in Azerbaijani and English were aligned to create corresponding segments for comparison analysis. This alignment was a critical step in identifying translation possibilities.

2.2.2. The Procedure of Data Analysis

The data was analyzed using a comprehensive of qualitative method. Qualitative analysis involved thematic analysis to identify recurring themes and patterns related to the translation challenges. Proper application of this method allowed for a comprehensive and nuanced understanding of the challenges faced by translators working from English into Azerbaijani. A detailed examination of the proper named was performed to identify instances of difficult or ambiguous units that presented translation challenges. Distinctions in the usage of proper names between the source and target languages were noted. This aided in detecting problems with readability, coherence, and cultural sensitivity in translation. Translator's notes, when available, were examined to learn more about the methods employed to solve translation problems. This gave the comprehension of the decision-making process in proper name translation an important new perspective.

This chapter has outlined the methodology employed in this thesis, which investigated the possibilities of translating proper names from English into Azerbaijani. The methodology involved gathering data from online sources, children's literature, and the novella, developing a corpus of proper name units, preparing the data for analysis, and conducting a qualitative-descriptive approach. This approach provided a comprehensive and insightful examination of the challenges faced by translators working in this linguistic field.

CHAPTER III: Discussion and Results

Translatability of Proper Names

3.1. Proper Names in Translation

The topic of translation studies has recently seen a surge in interest due to the translation of proper names. Researchers have been debating whether or not proper names should be translated, so this has created a contentious environment. Nevertheless, it remains a difficult task for translators to properly translate proper names from one language to another. This is the reason why several viewpoints and approaches have been presented on the subject of proper name translation, even though there is no universal agreement on the matter. (İlknur Baytar, Seda Dural, 2021)

There are differing views regarding the translation of proper names, and the translation community debates whether or not to translate them. While some scholars contend that proper names are meaningless and should remain untranslated, others contend that proper names have meanings similar to those of other words and that certain proper names—such as those that are based on cultural terminology—need to be translated into the target language. They believe that it ought to be translated. From this angle of evaluation, it is believed that this study will inform translators about strategies they can employ for proper name transfer and offer them a fresh viewpoint on how to handle any challenges they may face in translating proper names.

Regarding proper name translation, some scholars contend that proper names should not be translated because they are merely forms of address and their meanings are not recorded in dictionaries, while others contend that proper names should not be translated because they have

semantic significance and content. They believe that it is essential. (Zarei and Norouzi, 2014; Nyangeri and Wangari, 2019)

Conversely, Askari and Akbari (2014) emphasise that proper names—which are not just personal names—are entwined with cultural components and that the translator is crucial in translating their meaning into the target text. The similar circumstance must be created in the target language in order to persuade target language readers. Likewise, Safonova (2017) concurs that proper names only designate things, persons, and/or objects and instead reflect the history and culture of the society in which they are used. In addition to its name, it also represents the reality of the culture in which it lives and the events that have occurred in its past, which makes it a significant tool in the process of intercultural communication. Contrarily, Nord (2003) believes that there is no set rule for translating proper names. Nevertheless, he believes that when translating proper names in non-fictional texts, the target culture and audience should be taken into account if the name in the source text has a suitable equivalent in the target culture. Vermes (2003) asserts that, in contrast to popular belief, proper name translation is a highly significant process and that it is typically not a straightforward and automatic transfer from one language to another. Newmark (1988), for instance, makes the case that these names are transferred in order to maintain the national identity of the country where the original work was written. (İlknur Baytar, Seda Dural, 2021)

Furthermore, proper nouns are used in all spheres of human endeavour, so any errors in their translation can result in misunderstandings and errors as well. For this reason, proper noun translation calls for extra care and presents a very challenging task for translators (Aubakir and Makhpirov, 2019).

As previously stated, scholars contend that proper names ought to be translated into the target text, however there are also scholars who oppose this interpretation. Pym (2004), for example, argues that proper nouns cannot be translated, hence using loanwords as a translation substitute is acceptable and negates the need to translate proper nouns.

Realizing and accepting that the translation of special names is not so easy and a subject to be ignored, we also agree with scholars like Vermes and Newmark, and we come to the conclusion that this subject needs to be investigated in depth. There are special names that protect the cultural heritage they carry, which need to be translated with extreme precision.

3.1.1. Strategies for Translating Proper Names

Some solutions proposed by various researchers can be utilised to effectively transfer proper names to the target text. The first of these is proposed by Davies (2003: 65-100) for the translation of culture-specific objects, including proper names; preservation, addition, omission, globalisation, localization, transformation, and creation techniques. These:

- *Preservation*: is the process of directly transferring a word from the source text to the destination text without any alterations.

- *Addition*: This tactic can be described as a way of transferring the term in issue by adding more information, like footnotes, so that the target audience can comprehend it more clearly, even while the translator leaves the term exactly as it appears in the original text.

- *Omission*: Some terms in the source text are better left untranslated by translators, particularly if they deal with complex cultural concepts and would be difficult for them to interpret into the target text.

- *Globalisation*: Some terms in the source text that have a cultural connotation may be replaced by words that have a more universal meaning by translators.

- *Localization*: Localization is the antithesis of globalisation. By using terminology that the target audience is familiar with, translators can effectively express the concepts in the source text while also taking the target culture's conventions into consideration.

- *Transformation*: This tactic involves transferring the terms from the source text to the target text while altering or distorting the original.

- *Creation*: This is the process of bringing a term from the source text into the target text by incorporating a cultural aspect that either differs from or is absent from the source text.

The following techniques are provided by Abdolmaleki (2012) for translating proper names:

- They can be copied exactly, unchanged, from the source text to the target text.

- By adapting them to the destination language's phonetic structure, they can be transferred.

- They can be communicated by including a footnote explaining a word that is not used in the target culture to educate the intended reader.

- Words may not be transferred by employing omissions if they are not fundamental to the text's primary idea and would likely confuse the reader if they were included to the target text.

Translation strategy, according to Krings (1986:18), is "translator's potentially conscious plans for solving concrete translation problems in the framework of a concrete translation task." Seguinot (1989) theorises that translators use at least three global strategies:

(I) translating continuously for as long as possible;

(II) fixing surface errors right away; and

(III) delaying checking the text for qualitative or stylistic errors until the revision stage. (3)

Furthermore, translation strategy is described as "a potentially conscious procedure for solving a problem faced in translating a text, or any segment of it" by Loescher (1991:8). This concept makes clear how important it is to distinguish between the many tactics that translators and learners employ. In this context, Cohen (1998:4) states that "the element of consciousness is what sets strategies apart from non-strategic processes."

Bell (1998:188) further distinguishes between *global* strategies, which deal with entire texts, and *local* strategies, which deal with text segments, and affirms that this difference stems from different types of translation issues.

Translation strategies "involve the basic tasks of choosing the foreign text to be translated and developing a method to translate it," according to Venuti (1998:240). He makes reference to translation techniques using the terms "domesticating" and "foreignizing."

"A series of competencies, a set of steps or processes that favour the acquisition, storage, and/or utilisation of information" is how Jaaskelainen (1999:71) defines strategy. "Heuristic and flexible in nature, their adoption implies a decision influenced by amendments in the translator's objectives," the author claims of strategies.

Jaaskelainen (2005) splits strategies into two main categories based on the process and outcome of translation: some methods deal with what happens to texts, while other strategies deal with the process itself. According to Jaaskelainen (2005), product-related strategies entail the fundamental duties of selecting the source language (SL) text and formulating a translation strategy for it. Nevertheless, she insists that "a

set of (loosely formulated) rules or principles which a translator uses to reach the goals determined by the translating situation" (p.16) are process-related strategies. Furthermore, Jaaskelainen (2005) distinguishes between two categories of strategies: "local strategies refer to specific activities in relation to the translator's problem-solving and decision-making, and global strategies refer to general principles and modes of action."

Translation, according to Catford (1965), is the process of substituting textual content with equivalent content in the target language. Translation, according to Larson (1984), is a form shift in the sense of semantic structure. Furthermore, according to Nida and Taber (1982), translation must be used in all linguistic contexts, *including the proper name* used in literary works. (51)

Additionally, Hermans (1988:13–14) proposed a number of techniques for translating proper names, including:

- Copy: Without ever requiring translation, names in the source text can be copied and moved to the target language. Stated otherwise, these nouns have a transferable nature from the source language to the target language.

- Transcription is the process of translating proper nouns into another language by spelling and phonologically modifying them.

- Substitution: By selecting a formally irrelevant term in the target language, proper nouns mentioned in the source text can be replaced in the target text.

- Translation: Proper nouns in the source text that have dictionary definitions and are listed in the source language's dictionary can be translated straight into the target language by using the dictionary definition.

- Non-translation: Using the extraction approach may not translate proper nouns from the source text into the destination text.

- Replacement with a genus (species) noun: A genus name, or generic noun, that often represents the functional trait of the character in question, can be used to move the proper noun from the source text to the target text.

Proper names are essentially one of the primary issues with cultural transfer, according to Hervey and Higgins (2002: 32–34). The challenge of transferring names in translation also

offers crucial information on the cultural aspect of translation. They also recommend the following methods for translating proper names:

- Exoticism is the process of translating a name without altering it from the original text into the target language. The first option, assuming the name is a name from the source language, is to introduce this element—which is unfamiliar to the target text—to the intended audience. This may also be categorised as "exoticism."

- Transliteration: Hermans's (1988) transcribing method and this tactic are extremely comparable. Proper nouns can be made to fit the target language's sound and visual conventions by using this tactic to adapt them to the target culture. This tactic can also be described as translating a proper noun in the source language while modifying it to fit the target language's cultural norms. The names in the source text become more orthographically and grammatically consistent with the target language in this way. Place names are a good example of how standard transliteration can differ between languages. As demonstrated by the names "Venezia/ Venice/ Venise/ Venedig, Salzburg/ Salzburg/ Salisburgo," for instance, names in the source language can be transliterated to fit the recipient culture.

- Cultural transplantation: Some names have adequate equivalents in the destination language, therefore transliteration is not necessary when transferring them. In this case, a native name in the target language with the same cultural significance and connotation as the original can be used to replace the name in the source text through cultural transfer. An example of cultural transplantation is the remaking of Japanese film " The Seven Samurai" as the Hollywood film " Magnificent Seven". (Hervey and Higgins) Examples provided by Newmark (1988, p. 83) are American "baseball" and British "cricket," which are both popular sports in their respective countries.

When communicating from one Source Language (SL) to a Target Language (TL), translation is essential. Nevertheless, as translation can be broadly categorised into three types (intralingual, interlingual, and intersemiotic), it need not always relate to two distinct languages. *Semantic* and *communicative* translations are two of the current translation techniques that are the subject of intense comparison and discussion. While the former is associated with literal and free translation, the latter has recently received widespread recognition for its usefulness in

the field of translation. The semantic method aims to retain the author's language expression by focusing on its unique content and meaning. In contrast, the communicative technique allows the translator to reduce ambiguities, eliminate repetition, and provide generic terminology for the audience's comprehension. Furthermore, translation is not as simple as it seems. Application of several talents and complex multitasking are necessary for successful translation. Not to mention the constant proficiency improvement that all bilinguals must deal with, and the influence of word concreteness and dominance on translation efficiency. Despite the fact that the two strategies work differently, there are some situations in which using both is necessary. This is particularly true when translating writings where the importance of the "form" and "content" are equal. In conclusion, because culture and language are so closely related to one another, their relationship and tie should not be undervalued. No matter how the mediator tries to translate the Source Language to Target Language (either semantically or communicatively), message loss during the process is inevitable in a translation where three main important players (author, translator, and receiver) from different cultural backgrounds are involved.

(Vinay, J. P., &Darbelnet, J., 1989)

Upon examining the translation strategies proposed by the aforementioned theorists, it becomes evident that while each theorist has a favoured nomenclature for categorising and naming his schemes, the approaches are, in fact, quite similar to one another.

3.2. Translators' Orientation on Translating Proper Names

Depending on the translators' attitude, proper names in literary works are translated using a variety of ways. A few translators focus on the intended audience. They must therefore translate every SL word into TL without changing the meaning of SL. However, some of them are focused on the original language. In order to copy or borrow terminology into the target language, they keep the terms from the source language. (Michael McKinsey, 2010)

Nonetheless, other translators choose to keep the SL text but prioritise the TL; they loan a word from SL into TL but include additional information in footnotes and glossaries or by placing a mark like curly brackets after the foreign term. As an example, consider the proper name in Donald Duck's children's book. The names of some characters in the story have been completely changed from their original names. For example, the characters Huey, Duey, Louie became Kwik, Kwek, Kwak after being translated into Indonesian. But in addition to the names of the characters, there are also the names of objects, locations, and other things that have been classified as proper names. Since proper names can be translated in many ways going forward, the researcher is eager to see more, particularly in the literary domain.

The first study in this area was Translation Strategies of Proper Nouns in Children's Literature, produced in 2015 by Mozhgan Sabzalipour and Kian Pishkarin (74–79). It sought to understand the impact of culture on proper name translation as well as the methodology employed by the translator in translating the names. Their study employed Farahzad's transliteration and transcription procedure in conjunction with the quantitative method. They also employed Fernandes' techniques, which included Conventionality, Phonological Replacement, Addition, Substitution, Re-creation, Copy, Rendition, Transcription, and Substitution. The information was taken from the English-Iranian book Harry Potter and the Half-Blood Prince. The findings showed that transliteration—the process of matching a word in one script of SL to another alphabet—was employed in 62.37% of proper names. The researchers reasoned that in order to translate a language accurately, the translator must be aware of the cultural connotations of both languages. Knowledge of these culturally specific names can help.

Being aware of the specific characteristics and cultural history of both the source language and the target language helps the translator a lot during the translation process. In this case, the translator can more easily decide which expression to convey and how.

The strategies for translating proper names in children's literature were the subject of a 2009 study by Evelina Jaleniauskienė and Vilma Čičelytė (31-42). Its objectives were to examine the translation techniques used in four English-Lithuanian books and to identify any common techniques that translators could find helpful. The strategies suggested by Eirlys Davies—preservation, addition, omission, globalisation, localization, transformation, and creation—were utilised, along with a quantitative methodology. According to the results, 72% of the 424 names were translated through localization; that is, the proper names were morphologically and phonologically altered from SL to TL. It was the most often used technique, and any translator could find it helpful in translating the correct name.

Translating Proper Nouns: A Case Study on English Translation of Hafez's Lyrics (8-16) was the third study conducted in 2014 by Seyed Alireza Shirinzadeh and Tengku Sepora Tengku Mahadiin. The purpose of this study was to look into the techniques Hafez employed to render proper nouns in his poetry. The researchers modified Vermes's (2003) suggested strategy and employed a quantitative method. A poem served as the research's unit analysis. The outcome demonstrated that 31% of the poem's 48 proper names were translated using the Transference Strategy, which was the most preferred method for translating Hafez's lyrics' proper nouns into English. (M. Agus Suriadi, Ni' mah Nurul Ihsani. May 2019)

3.3. Proper nouns: Change it or leave it?

In translation, it is critical to determine if a proper noun in a language is real or contrived. Some argue that they do not require translation. The reason is that they are not listed in dictionaries, thus they are not part of our language expertise. According to Ahanizadeh (2012), proper nouns are viewed as labels that are tied to people and things. The description of the proper noun's referent represents the opposite viewpoint. The tactics employed to translate proper nouns are thought to pertain to three distinct periods:

a)   From the 1920s to the 1970s, proper names were considered grammatical categories to be translated.

b)   Until the second half of the 1970s, proper names were preserved.

c)   Since then, proper names are rarely translated. (Marta Mª Gutiérrez Rodríguez)

It is clear that the movement of proper name translation has been from absolute translation to non-translation; this means that translators now prefer to preserve the source text's original name to avoid possible changes in meaning, implying that non-translation takes precedence over translation of proper nouns.

Some scholars feel that proper nouns should be transliterated, or changed in terms of spelling, pronunciation, and so on. Others advocate for semantic translation-creativity rather than transliteration. According to them, because these names may have semantic weight, transliteration will not function and *translation is the best option*.

Some geographical regions can have their names translated into other languages. The Arabic word "Bahrol Ahmar" is translated as "Red Sea" in English and "Daryaye Sorkh" in Persian and "Qırmızı dəniz" in Azerbaijani, in Persian, "the Pacific Ocean" is rendered as "Oghiyanoose Aram", in Azerbaijani is rendered as "Sakit okean". These names have meanings that capture the essence of the location. Names are translated, if "translation" is defined as a linguistic and/or cultural transference process.

Occasionally, writers of fiction create brand-new names that are outrageous in the culture of the original language. Nord (2003) states that fictitious proper names are seen as "culture markers" in some societies. The majority of translation theories concur that proper names are translated differently in literature intended for adults and children. There is a disagreement between Jaleniauskienė and Čičelytė (2009) over the popularity of the Harry Potter books worldwide and their excessive use of first names and surnames. Since the original

readers of these books were British youngsters, many of the names are common and familiar to them. They have been translated into more than 60 languages, and the first Harry Potter book has more than 100 characters. While foreign readers may find it difficult to understand, they may readily identify newly coined or foreign names. As a result, audiences with diverse language and cultural backgrounds interpret texts differently.

Proper names should be translated in a way that is a) not translated when they are personal names, b) treated idiomatically rather than literally, adhering to standard naming conventions in the target language, and c) treated in a format that can be processed by target language processing, (Hirschman et al. 2001: 21)

Differences in transferring proper nouns from one language into another have been stated by Aguilera (2008) as follows:

1) Proper names can be copied or reproduced exactly as they are in the source text.
2) Proper names can be transcribed or transliterated or adapted on the level of spelling, phonology, etc.
3) Proper names can be substituted.
4) Proper names can be translated.

How a translator should translate a proper name is determined by conventions and the format used in the target language. The proper name may be left untranslated or translated with an additional definition depending on its unique qualities and the context in which it is used. According to Abdolmaleki (2012), the intended audience and the text's aim are the two main determinants of how proper nouns are translated. Translations of significant historical individuals ought to be made, in his opinion. For instance, the Persian phrase "Shah Abbas-e-kabir" should be rendered into English as "Shah Abbas, The Great" and into Azerbaijani as " Şah Abbas". It's true that respectable names like Aristotle and Plato in English translate to Aristotel və Platon in Azerbaijani, respectively.

Of course, when translating proper nouns, an experienced translator should pay attention to the context in which they are used (addressing children or adults) and the meaning they carry.

Researchers have proposed many approaches to translating proper nouns in various studies. These approaches represent the options a translator has when translating proper names based on various aspects like the audience's age, the context in which a proper noun is used, and other factors.

3.4. The Translation of Personal Names in Children's Literature

It is well known that people's life experiences vary by culture. People on this planet differ in terms of their cultural systems and beliefs, so what is easily understood in one society may be difficult to grasp in another. As a result, a translator must decide how to cope with cultural differences that arise during the translation process. It is an undeniable fact that literature, in general and throughout history, serves as a platform for displaying the values and beliefs of any community. However, it is vital to distinguish between literature as a broad term and Children's Literature as a newly coined genre. Adults have told children's stories aloud for generations in order to entertain them. There was no awareness of this genre until the early twentieth century. However, writing for this critical component of society is a difficult endeavour since it is not free of the varied educational and ideological principles that different cultures adhere to. The same is true for the action of translating Children's Literature, as the translator is also bound by the source text's cultural values. A translator may be faced with the decision of whether to translate exactly as it is written or to modify it to better fit the target reader's comprehension and the target text's system of customs and values. Translation theorists suggested two strategies—*foreignization* and *domestication*—to solve this issue. (Hutham F. Abdulazeez)

Foreignization, as Jaleniauskienė and Čičelytė (2009) put it, "aims at preserving all the cultural elements." In contrast, domestication "brings the text closer to the readers by adapting or even leaving out many of these elements".

Numerous academics have addressed the concepts of foreignization and domestication, using various nomenclature. However, the likelihood that their processes are comparable is not far from the reality. Friedrich Schleiermacher, Eugene Nida, Gideon Toury, and Lawrence Venuti are a few of these theories. It is a commonly held belief that a text will appear foreignized or domesticated mostly due to the manner in which culturally unique elements are handled (ibid).

The *protagonist*'s personality is another interconnected component in the study of children's literature. "The leading character in a work that attracts the attention of the readers or audience" is how Abrams defines a protagonist. Stated otherwise, "the protagonist is the hero or heroine of the literary work" (1993). Since it is the main character, all attention is focused on him in literary works, therefore, the name is of special importance. As an illustration, Scheherazade (is rendered into Azerbaijni as Şəhrazad; phonetic transcription) is a protagonist in addition to being the storyteller of

the "Arabian Nights" tales because she defends her life against a significant foe, Shahryar, who also serves as the story's addressee. The antagonist of "Arabian Nights" can be Shahryar (is rendered into Azerbaijani as Şəhriyar; phonetic transcription), who takes a new wife every night and murders her the next morning.

The stories like Ali Baba, Sindbad, and Aladdin that have been adapted from the "Arabian Nights" are well-known to most civilizations. In the West, these personal names are rather well-known. Conversely, the Arab World is also familiar with the major Western characters included in Children's literature, such as Snow White (is translated into Azerbaijani as Ağbəniz), Robinson Crusoe (is translated into Azerbaijani as Robinzon Kruzo), Cinderella (is translated into Azerbaijani as Sindirella), Little Red Riding Hood (is translated into Azerbaijani as Qırmızı Papaq), and the Sleeping Beauty (is translated into Azerbaijani as Yatmış Gözəl).

According to Tymoczko (1999:223), "racial, ethnic, national, and religious identity" is also indicated by personal names. Thus they are, according to the writer, "dense signifiers and the most problematic to translate, partly because their significance is often culturally specific and dependent on cultural paradigms". Tymoczko asserts that personal names may "be semantically, historically, geographically, or culturally loaded", among other things. Moreover, proper names may also carry particular meanings (ibid: 224).

Bertills (2003) suggests a new classification of personal names in relation to Children's literature. They are divided into three groups by the author: *conventional*, *invented*, *classic* personal names.

Conventional personal names consist of names and surnames that are typically used in everyday life. It's crucial to understand that the personal names in this category aren't meant to represent any aspects of the literary text's author's identity. For instance, Alice in Wonderland may be the only literary work with a personal name that is completely clueless about the character's nature.

The personal names in the second category—invented names—have semantic weight. These personal names are used to characterise a character's attributes and characteristics. As a result, names might allude to physical characteristics. For example, the name Snow White (Ağbəniz; qar kimi bəyaz, təmiz, saf) describes her light complexion.

The character in the third category, "classic names," is named after a historical person or another fictional character. Most people already associate the old name with

certain images, such as Lucifer, the demonic cat from the beloved Disney Cinderella picture (ibid).

Several conclusions have been drawn from this investigation. First of all, the cultural element plays a crucial role in the translation process and influences the decision a translator makes, particularly when working with Children's literature. The second conclusion drawn from this is that, because they allow the translator flexibility in addressing culturally bound issues, foreignization and domestication are the best techniques on which to rely when dealing with culturally based items.

In any case, it is not correct to fully agree with this idea. Because during the translation process, special nouns related to culture cannot be changed, it is more appropriate to keep them as they are. If kept as is, readers of the target language will understand those specific names given in the target language as indicative of the source culture. If the translator thinks that this will create a problem in understanding, then either in parentheses or in the form of a footnote at the end of the page, he/she should note the real meaning of the name, why it is called so, and explain it to the reader of the target language in this way.

3.5. Origins and Meanings of the Days of the Week

It is possible to categorise the names of the days of the week in different global languages as either planetary or numerical. It's possible that one or more days' names have been altered due to religious beliefs. For example, in the Nordic countries, Saturday is referred to as the Day of Rest, "Sabbath," or "washing day," whereas Sunday is commonly called "Lord's Day." Days that have numerical names might either identify the first day with Monday, as in Chinese and Slavic languages, or with Sunday, as in Hebrew, Arabic, and Portuguese.

The five visible planets (Mars, Mercury, Jupiter, Venus, and Saturn) plus the Sun and Moon are the sources of the planetary names for the days. Historically, each planet was linked to a Greek or Roman god. Many of the Roman gods are replaced by native Germanic gods that have similar traits in the Germanic languages, including English.

The Anglo-Saxon gods that came from their original paganism are the source of the English names for the days of the week. One day that deviates from this is Saturday, which is named after the Roman god Saturn. Most regions where Germanic languages are widely spoken follow a similar naming pattern, naming most of their weekdays after local Germanic deities, albeit to differing degrees.

English names of the days; The English days of the week are named after the Sun, Moon, and five visible planets in accordance with an astrological custom. The latter is most visible on Saturday, which is Saturn's day. The names of Germanic gods were selected for the English system, which differs from other systems in that they were assumed to be akin to Roman gods who were believed to govern over planets, rather than ruling over the relevant planets. As an illustration, Friday is named after the Germanic goddess of love, Freya, who was regarded as the Roman goddess of love Venus, who was connected to the planet Venus, the name of the Roman holiday.

- Sunday: The Old English term *Sunnandaeg*, which means "Day of the Sun," is the source of the name. *Dies Solis is the Latin phrase* that this is a translation of. English maintains the old pagan/sun connections of the day, just like the majority of Germanic languages. The name of many other European languages—all of the Romance languages included—has been changed to the equivalency of "the Lord's day" (derived from the Ecclesiastical Latin Dies Dominica). Portuguese and Spanish Domingo, French Dimanche, Italian Domenica, and Romanian Duminică, among others. The name of this day is translated into Azerbaijani as "bazar".

- Monday: The term "Day of the Moon" (Old English *Mōnandaeg*) is where the name originates. Dies Lunae is the Latin name on which this is most likely based. Lunes in Spanish, Luni in Romanian, Italian Lunedì, French Lundi, etc. The name of this day is translated into Azerbaijani as "bazar ertəsi".

- Tuesday: The term "Tyr's day" is derived from the Old English *Tiwesdaeg*. Tyr, sometimes known as Tiw, Tew, or Tiu in Old English, was a god of war and valiant glory in Germanic paganism and Norse mythology. Dies Martis, which means "Day of Mars" in Latin, is the source of the day's name. Other names for the Roman battle god include French Mardi, Spanish Martes, Romanian Marţi, Italian Martedì, etc. The name of this day is translated into Azerbaijani as "çərşənbə axşamı".

- Wednesday: Derived from the Old English *Wōdnesdaeg*, the name refers to the day of the Germanic god Wodan, also called Odin. Wodan was the supreme god in Norse mythology and was worshipped by the Anglo-Saxons and other peoples in England up to the seventh century. Diem Mercurii, or the "Day of Mercury," is the basis for it. Other variations include French Mercredi, Spanish Miércoles, Romanian Mărcuri, Italian Mercoledì, etc. The name of this day is translated into Azerbaijani as "çərşənbə". More strained than the others is the

relationship between Odin and Mercury. Typically, this means that in their individual mythology, Odin and Mercury were commanders of souls. Odin is also connected to inspiration for poetry and music in Old Norse mythology, much like Mercury is.

- Thursday: The name is derived from the Old English term Þūnresdaeg, which means the day of Þunor. In Modern English, this name is frequently associated with Thor, the thunder deity of Norse mythology and Germanic paganism. Based on the Latin Dies Iovis, or "Day of Jupiter," it is called Jeudi in French, Jueves in Spanish, Joi in Romanian, Giovedì in Italian, etc. Jupiter was the most important deity in the Roman pantheon. He used his thunderbolt to gain and hold onto power. The name of this day is translated into Azerbaijani as "cümə axşamı".

- Friday is named after the Germanic goddess of beauty, Frige, who is thought to be related to the goddess Freyja but is also a later manifestation of the Norse goddess Frigg. The word *Frigedaeg* originates from Old English. Its origins can be traced back to the Latin Dies Veneris, often known as the "Day of Venus"; other variations include French Vendredi, Spanish Viernes, Romanian Veneri, Italian Venerdí etc. Venus was the love and sensuality goddess in ancient Rome. The name of this day is translated into Azerbaijani as "cümə".

- Saturday: Named after the Roman god Saturn, it is the only day of the week that in English still has its Roman origins. *Saeturnesdæg* was its original Anglo-Saxon rendering. The phrase "Day of Saturn" (Dies Saturni) was used in Latin. However, Sabbata Dies, or the Day of the Sabbath, originates from Hebrew Shabath, or the "Day of Rest," and is related to French Samedi, Spanish and Portuguese Sábado, Romanian Sâmbătă, Italian Sabato, and so on. The name of this day is translated into Azerbaijani as "şənbə".

In nations where English is the primary language, the week might start on Sunday or Monday. Monday is observed as the start of the week on most social and business calendars in the United States, Canada, Australia, and the United Kingdom; nevertheless, Monday is also seen as the start of the working week in South Africa and South America. Sunday marked the start of the Hebrew, astrological, and ecclesiastical Latin weeks of the first millennium.

Etymologies of the days of the week: West Germanic languages. Old English- Mōnandæg, Tīwesdæg, Wōdnesdæg, Þunresdæg, Frīgedæg, Sæternesdæg, Sunnandæg. Middle English- mone(n)dai; mondai, tiwesdai; tewesdai, wodnesdai; wednesdai, þur(e)sdai, Fridai,

Saterdai, sun(nen)dai. And in modern English as we know- Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday. (46)

3.6.   Origins and Meanings of the Names of the Months

- January; Janus (Roman god). The Roman god Janus, the god of doorways and beginnings, is the inspiration behind the name January, which makes sense at the start of the year (though this is not as simple as it sounds, as you will see). As a result, the name "Janus word" for words having two opposing meanings originated. In fact, Janus was typically shown with two faces looking forward and backward, as is frequently the case with a new year.

- February; (Latin – to purify). Last but not least, February derives from the Latin februarius, from februa. Just in case that doesn't make things any clearer, this month's 15th was dedicated to a purification feast known as februa.

- March; Mars (Roman god). Which deity is given a planet and a month named in his honour? Yes, that's right: Mars. Why not him? Since Mars was a god of war, the Oxford English Dictionary states that "in ancient Rome several festivals of Mars took place in March, presumably in preparation for the campaigning season."

- April; Aphrodite (goddess). The fourth month of the old Roman calendar, Aprillis, is where the English word April originates, but beyond that, the meaning becomes hazy. Eastermonab, or "Easter month," was another name for April in Old English.

- May; Maia (goddess of Spring). Maia, the goddess, has a connection to this month. Maia, the Greek mythological daughter of Atlas and mother of Hermes, is perhaps less well-known now than the other gods who have months named after them. The association with this springtime month may be explained by her reputation as an earth goddess and nurturer. Despite the fact that the month and the verb are unconnected, may is a typical modal verb.

- June; Juno (goddess of marriage). We have now returned to the Romans after giving up one month to a Greek deity: June takes its name from the ancient Roman goddess Juno, who was Jupiter's wife and the goddess of childbirth and marriage. Historically, June was also referred to as midsummer month.

- July; (Julius Caesar). July, the month of Julius Caesar's birth, was given its name in honour of the man after his death in 44 BC, making it the first month in the calendar named after a real person. The month was formerly known as Quintilis,

which means "fifth" and is borrowed into English as Quintile. If you have been counting, you are aware that July is not the fifth month; September and October will cover that.

- August; (emperor August). In accordance with the pattern, Augustus, the first Roman emperor, who had passed away six years previously, was honoured with a renaming of the month Sextilis, or "sixth," in 8 BC. When Augustus became emperor, this was the title bestowed upon him; Octavian had been his prior name. The English adjective august, which means "respected and impressive," is derived from the Latin word augustus, which means "highly respected."

- September; septem (latin for 7). September is derived from the Latin septem, which means "seven," like Quinitlis and Sextilis. Like them, as well as the remainder of the calendar, the numbering is a little incorrect right now: In an old Roman ten-month calendar that began in March, September was originally the seventh month.

- October; octo (latin for 8). More of the same: for that ten-month period, octo is the Latin for "eight." Around 713 BC, the conclusion of the calendar year was extended by two months, and the start of the year was shifted to January 1st, 153 BC.

- November; novem (latin for 9). November derives from novem, or "nine," as the pattern continues. Unfortunately, November is also mentioned "in reference to November's position at the end of the year, and to the characteristic greyness, gloominess, etc., associated with it in the northern hemisphere." The novel Persuasion by Jane Austen, which was released following her passing, is the first instance of this allusive use that is known to exist.

- December; decem (latin for 10). December, which comes from the Latin decem, or "ten," rounds out the year. Two other adjectives associated with the month are Decemberish and Decemberly, the latter of which is also an adverb. [44]

In Azerbaijani these months are: yanvar, fevral, mart, aprel, may, iyun, iyul, avqust, sentyabr, oktyabr, noyabr, dekabr.

3.7. Proper Names in "Animal Farm" by George Orwell. Descriptions and Critical Analysis of the Novella and Characters

Among the few intellectuals in Azerbaijan, George Orwell is a more well-known name. It is well-known from the book "1984". However, Orwell is also the author of Animal Farm,

another satirical dystopia that is just as well-known as "1984". This book can be viewed as a kind of preface to the author's multi-layered, mammoth novel "1984", which presents a generalised picture of autocracy and totalitarian systems. With the little volume novel "Animal Farm," Orwell was able to creatively and successfully depict the totalitarian political thought, and more especially, the history of the former Soviet Union and the fundamentals of existence.

Animal Farm, George Orwell's first anti-Stalinist book, was simultaneously released in the United States and Great Britain in August 1945, just before the Second World War came to a close with the Soviet Union and the anti-fascist coalition winning. This book quickly became a bestseller in both countries, giving readers the impression that a bomb had just burst on their heads. (George Orwell (1945). "Animal Farm" . Translated by Vilayət Quliyev, "Heyvanıstan")

The tale of a bunch of farm animals that conduct a revolution and take over their farm is told in George Orwell's 1945 book Animal Farm. The revolution's pig leaders get more and more corrupt, but it starts out with idealistic principles. The farm quickly turns into a totalitarian state as they resort to deception and misinformation to hold onto their authority. Orwell crafts a biting political parable on the shortcomings of the Russian Revolution with this story.

Orwell illustrated the harsh management style using the Soviet Union as an example in his book "Animal Farm". Of course, he opted to use allegorical generalisations to convey his notion because he was writing a work of fiction and not a propaganda brochure. To gain a deeper comprehension of these allegories, it is imperative to identify the political personalities, ideological movements, and establishments that support them.

Novels about the Russian Revolution are symbolic in Animal Farm. Every single thing in the book is a representation of a Russian Revolutionary figure, organisation, or event.

Orwell incorporates a lot of humour into this political allegory. There are instances when his use of animals to portray historical individuals has a humorous, caricature impact (e.g., Stalin as a pig). Furthermore, Orwell used irony to show how absurd propaganda appears to a well-informed audience.

Principal Themes; absolute power. A leadership that is power-hungry swiftly appropriates the revolutionary ideals that started with such convictions. To gain more power, the pigs deceive others and propagate misleading historical narratives. To remain in power, they ultimately depend on the general public's ignorance. Using this story, Orwell argues that authoritarianism and tyranny are unavoidable in the absence of an informed and educated populace.

Corruption in the Ideals. Animal Farm presents two distinct forms of corruption. The first type involves Napoleon and the other pigs' overt corruption, as they grow progressively more avaricious as they gain authority. The third type is the revolution itself, corrupted by the other animals' cult of Napoleonic personality, to the point where it loses all principle.

Language's Power. The novel Animal Farm examines the manipulation of language to exert control over others. To maintain control over the other animals, the pigs fabricate tales, disseminate misleading history records, and popularise propaganda slogans. (George Orwell. (17 August, 1945). "Animal Farm")

Skillfully using the artistic possibilities of the language, the writer used the symbolic meaning by giving the names of historical figures to animals. The writer has shown the power of artistic language. In the work, animals talk, work, think and make logical decisions like people. Acting on the motto, "All animals are equal, but some animals are more equal than others," some of the animals (usually pigs) use tricks to trick other animals. In this work, the main motive of the work is to touch on the personalities who once ruled in history. The writer skillfully used allegory to criticize the brutal Soviet regime.

Animal Farm is a story rich in symbolism, written in an allegorical style. The farm itself represents Russia, the surrounding farms represent the European nations who witnessed the Russian Revolution, and the animals represent persons or groups from Russian history. In contrast to narrative fiction, Orwell does not base his decisions regarding which things, occasions, or ideas to emphasise on the plot. Instead, he makes well-considered decisions that aim to elicit a certain reaction from the reader.

In this thesis, "Animal Farm", written in English by George Orwell, and the version of this work translated into Azerbaijani by Vilayat Guliyev (hereinafter the translator) are comparatively examined. In the scientific work, the proper names given to the animals and their translations into the target language (Azerbaijani language) and the meanings behind them are shown.

Character List:

- **Napoleon:**

Napoleon is revealed as a completely dishonest opportunist right from the start of the story. Even while Napoleon is consistently present at the first gatherings of the newly formed state, he never contributes in any way to the revolution—not to the development of its ideology, not to the violent conflict it demands, and not to the early attempts of the new society to organise

itself. His attention is always focused on his control over Animal Farm, never on the strength of the farm itself. That being said, the single project he takes on enthusiastically is teaching a litter of puppies. But rather than teaching them for the sake of everyone or even of themselves, he does it for his personal benefit; they end up becoming his own secret police or private army.

While Napoleon is most closely associated with the Soviet tyrant Joseph Stalin, he also more broadly symbolises the political despots that have arisen throughout human history, especially in the twentieth century. Napoleon, a French general who came to power on the backs of democratic ideas and perhaps even more of a despot than the aristocrats he replaced, is the namesake of this communist leader. The fact that Napoleon may readily stand in for any of the great autocrats and political con artists in global history—including those who came into being after Animal Farm was written—is a monument to Orwell's keen political intelligence and the universality of his novel. The deceit and intimidation strategies of authoritarian dictators like Slobodan Milosevic, Pol Pot, Mao Tse-tung, Josip Tito, and Augusto Pinochet are sharply critical of Napoleon and his henchmen's actions. (47, 48)

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Napoleon". He used one of the method of translation – transliteration.

- **Snowball:**

Napoleon, the pig in charge of the animal farm (in the French translation of the novella, this name was replaced by Caesar - V.G.) is a generalized image of Stalin. Another leader-pig Snowball, who is Napoleon's opponent, is the personification of Trotsky. During the rebellion (October revolution) he is more active than Napoleon. He is a good speaker, intellectual, gives a more intellectual and democratic effect than Napoleon, who was based only on force. His attitude towards the future of the revolution is completely different. Just as Stalin kicked Trotsky out of the SSRI, Napoleon kicked Snowball out of the Farm-Animal Farm. All the repressions in the animal farm are carried out against the supporters of Trotsky-Snowball.

Snowball becomes an ardent fanatic who devotes his entire being to the mission of advancing Animalism across the globe and enhancing Animal Farm's facilities. However, his idealism proves to be his undoing. He is no match for Napoleon's display of sheer might because he depends solely on his own reasoning and rhetorical prowess to win people over.

Even though Orwell paints a somewhat positive picture of Snowball, he avoids idealising him and makes sure to give him some moral defects. For instance, Snowball

essentially concedes that pigs are better than other animals. Furthermore, if he hadn't been driven off Animal Farm, his intense, unwavering passion for ambitious undertakings like the windmill would have erupted into full-blown megalomaniacal authoritarianism. Orwell does, in fact, imply that we cannot eradicate government corruption by choosing moral people to hold positions of authority; rather, he constantly reminds us throughout the novella that corruption originates with power.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Snouboll". He used the transliteration method.

- **Boxer:**

Boxer, the most empathetically rendered character in the book, embodies every virtue that the oppressed working classes are known for: commitment, devotion, and an enormous work ethic. However, he also has what Orwell considered to be the two main faults of the working class: an incapacity to recognise even the most obvious kinds of political corruption and a naive faith in the good intentions of the elite.

Taken advantage of by the pigs just as much, if not more, than he had been by Mr. Jones, Boxer stands in for all of the unseen work that supports the political theatre being performed by the ruling class. The heartbreaking demise of Boxer at a glue factory serves as a striking example of the pigs' extreme treachery. But it might also highlight the unique significance of Boxer, who acts as Animal Farm's unifying factor before being hauled out.

The author of the novella described the character of Boxer as the embodiment of the working class. Boxer is very hardworking, loyal, persistent and strong, and has shown exemplary behavior to other residents of the farm – animals. Boxer's strong loyalty to the pigs who run the farm, mainly to Napoleon, is contrasted with the historically weak working class' obedience to their superiors. During the cruel Soviet regime, which is criticized in the novella, the unquestioning submission of people to the subjects of the government is very skillfully portrayed in the image of Boxer, as well as other poor farm dwellers.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Bokser". He used the transliteration method.

- **Squealer:**

Orwell studied how language is used by politicians in the era of mass media throughout his career. Squealer, the silver-tongued pig in Animal Farm, employs language abuse to use any means necessary to defend Napoleon's policies and acts to the proletariat.

By drastically simplifying language—as when he trains the sheep to bleat "Four legs good, two legs better!"—he limits the scope of dispute. By overcomplicating terminology, he confuses and intimidates the uninitiated, like when he explains that pigs, the farm's "brainworkers," devour milk and apples not for pleasure, but for the benefit of their colleagues. In this latter method, he also uses language ("tactics, tactics") as well as a perplexing vocabulary of fake and inaccessible facts, instilling in the other animals both self-doubt and a sense of hopelessness about ever discovering the truth without the pigs' intervention.

Squealer's lack of guilt and steadfast dedication to his commander, along with his rhetorical abilities, make him the ideal propagandist for any tyranny. Squealer's name also fits him well: squealing, of course, is a pig's characteristic manner of vocalisation, and Squealer's speech characterises him. At the same time, to squeal is to betray, which accurately describes Squealer's behaviour against his fellow animals.

Squealer personifies Molotov and the newspaper Pravda. He is the main supporter of Napoleon – Stalin. He creates skillful propaganda, skillfully presents white as black and black as white, is able to satiate the animals (the working-peasant class) with statistics, and at worst scares them every time with the threat of Jones' return.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Çığırğan". He used the method of semantic translation.

- **Old Major:**

Karl Marx, the German political economist, and even Vladimir Ilych Lenin, the leader of the Russian revolution, were highly respected by democratic socialist Orwell. He criticises Animal Farm more for the way later leaders perverted the Marxist theory that drove the Rebellion than for Animal Farm itself. Even after their pig leaders have betrayed them, the animals still adhere to the principles that Major, who stands in for both Marx and Lenin, embodies.

Even though Orwell gives a mostly flattering image of Old Major, he does include a few minor ironies that let the reader wonder about the venerable pig's intentions. For example, Old Major is obliged to acknowledge that, despite his lengthy list of grievances about the way humans have treated animals, his own life has been long, full, and free from the horrors he has so vividly described for his rapt audience. It appears that he made up a phoney brotherhood with the other animals to win their acceptance of his vision.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Qoca Mayor". In this name the translator used the methods of semantic translation and transliteration.

- **Clover:**

Boxer's close companion and a kindhearted female cart horse. Although Clover frequently believes the pigs are breaking one or more of the Seven Commandments, she constantly puts the responsibility on herself for forgetting the rules.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Klover". He used the transliteration method.

- **Moses:**

The domesticated hawk who disseminates tales of Sugarcandy Mountain, the purported afterlife for animals. Even though Moses is barely mentioned in Animal Farm, Orwell uses him to highlight how communism uses religion as a tool to appease the oppressed.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Moses". He used the transliteration method.

- **Mollie:**

The flighty, conceited mare that pulls Mr. Jones's carriage. Mollie adores being caressed and stroked and longs for human contact. She struggles in her new life on Animal Farm because she misses eating sugar cubes and having ribbons in her ponytail. She stands in for the Russian small bourgeoisie that left the country a few years after the Revolution.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Molli". He used the transliteration method.

- **Benjamin:**

Benjamin is the donkey from Animal Farm. Despite being bright and having reading comprehension, he "never exercised his faculty." He claimed that nothing was worth reading as far as he was aware (Chapter 3). He is the lone animal that never truly believes in the uprising, but he also doesn't fight Napoleon's ascent to power. Benjamin declines "to meddle in such matters" when the animals beg him to read the Commandments, which Napoleon has altered (Chapter 8).

In the metaphor of Soviet history found in the novella, Benjamin stands in for the intellectuals who were unable to stand up to Stalin. In a broader sense, Benjamin stands for all academics who prefer to stay out of politics. Benjamin suffers a great deal as a result of his refusal to discuss politics at the Farm. It's already too late when he eventually tries to act and save his best friend, Boxer.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Bencamin". He used the transliteration method.

- **Muriel:**

The white goat who, whenever Clover thinks the pigs are breaking their rules, reads her the Seven Commandments.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Müriel". He used the transliteration method.

- **Mr. Jones:**

Along with the animals, the people behind the concrete historical figures are depicted in the novella. The owner of the animal farm, Mr. Jones, is the last Russian emperor, Nicholas II. However, along with this widespread opinion, there are those who transfer the events of this novella to the environment of 18th century France and see King Louis XVI in the image of Jones. In general, as a result of the novella's power of mythological-historical generalization, the events reflected here can be attributed to any country where revolutions took place and later the ideals of the revolution were betrayed.

Before the animals stage their rebellion and found Animal Farm, the frequently inebriated farmer owned and operated Manor Farm. Mr. Jones portrays Tsar Nicholas II, who was overthrown by the Russian Revolution, as an ungrateful owner who luxuriates while his animals go without food.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Mister Cons". He used the transliteration method.

- **Mr. Frederick:**

The cunning and hardworking owner of Pinchfield, a nearby farm. Mr. Frederick turns out to be an unreliable neighbour, modelled after Adolf Hitler, the leader of Nazi Germany during the 1930s and 1940s.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Mister Frederik". He used the transliteration method.

- **Mr. Pilkington:**

Foxwood is a farm owned by Mr. Pilkington that is close to Animal Farm. "A laid-back gentleman farmer who spent most of his time fishing or hunting according to the season" is how he is described in Chapter 4. Put another way, he is not as concerned with managing his farm as he is with doing what he enjoys. Foxwood is therefore "neglected, old-fashioned" (Chapter 4).

Mr. Pilkington symbolises the British ruling class, while Foxwood represents the United Kingdom in Animal Farm's metaphor of Soviet Communism. Therefore, Animal Farm implies that Britain is a backward nation that is poorly managed by aristocracy who only care about themselves. In the novella's last chapter, when Mr. Pilkington shares dinner with the pigs, his criticism of Britain's ruling class intensifies. Napoleon receives praise from Mr. Pilkington for his brutal efficiency. "If you have your lower animals to deal with, then we have our lower classes," he quips. (Section 10). This scene embodies the novella's thesis that British capitalism and Soviet authoritarianism are fundamentally the same in that they are both exploitative and brutal.

Western political forces, chiefly the leaders of the United States and Great Britain, are exemplified by Mr. Pilkington, the owner of Foxwood Farm. The Tehran meeting is indicated by the fact that, despite their long-standing animosity, Napoleon and Pilkington sat around a table and accepted each other's traits. Orwell was hinting at the ongoing struggle between the SSRI and the West and the Cold War when he had Napoleon and Mr. Pilkington remove the same card at the same moment during the party card game.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Mister Pilkinqton". He used the transliteration method.

- **Mr. Whymper:**

Napoleon employs a human lawyer to represent Animal Farm in human society. The common animals are alarmed by Mr. Whymper's entrance into the Animal Farm community, which opens a line of communication between Animal Farm and human society.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Uimper". He used the transliteration method.

- **Jessie and Bluebell:**

Early in the book, two dogs give birth to their respective puppies. Napoleon decides to "*educate*" the puppies by taking them. Napoleon's main purpose in taking and keeping the puppies of these dogs was to raise them and then use them against unruly animals on the farm.

In the Azerbaijani version of the novella, the translator transferred these names to the target language as "Cessi və Blyubell". He used the transliteration method.

- **Minimus:**

The dull patriotic song "Animal Farm, Animal Farm" replaces the earlier idealistic hymn "Beasts of England," which Old Major passes on to the others. The poet pig writes poems on Napoleon.

In the Azerbaijani version of the novella, the translator transferred this name to the target language as "Minimus". He used the transliteration method.

After a comparative analysis of the source and target texts, we see that the translator used the transliteration method in most cases, and the semantic translation method in other proper names, when translating the proper names in the novella into the target language. Differences in the spelling and pronunciation of proper names do not complicate the translation process, and the translator translates proper names into the target language, taking into account these differences. (47, 48)

- **Pincher** is a rottweiler and one of the farm dogs in Animal Farm. Pincher is taken aside by Napoleon, shortly after the revolution. Napoleon persuades him to take an oath of loyalty, on the memory of Old Major, and names him chief of the "Animal Guard." Pincher takes Jessie's newborn puppies and delivers them to Napoleon for training as his personal army. This name is translated into Azerbaijani as **Pinçer**. The translator used the method of *transliteration*.

- The work also features two place names: **Foxwood** and **Pinchfield**. These names represent two neighboring farms. These names were translated into Azerbaijani as **Foksvud** and **Pinçfild.** The translator used the method of *transliteration*.

CONCLUSION

The transmission of fresh information and the international interchange of ideas and expertise depend on translation. It is crucial to achieve effective cross-cultural communication. Translation has the ability to change history by disseminating new information. For some, there's no other way to get knowledge that will improve their comprehension of the world. Translators play a critical role in providing access to foreign literature.

Interpretive similarity between the source and target texts is the goal of translation, which is a special kind of communication that takes into account the idea of maximum resemblance. Every writer wants their work to be understood and appreciated by the reader. The word translation, which comes from the root "transfer," evokes the idea that anything in one language may be transferred to another. It can be challenging to implement transference, especially when using words with cultural meanings.

Nouns are essential to comprehending a given text. They differ from other terms because of certain characteristics. They are said to be vitally important and necessary for composing any kind of content. Nouns are categorised as common or proper in general. Proper nouns have a single referent whereas common nouns relate to a class of entities. Proper nouns are terms that belong to a community's linguistic system and may not have the same meaning as a common name. The subject of whether or not "proper nouns" in any language should be translated is one that is frequently asked. Proper noun translation is typically one of the most challenging tasks a translator must perform while translating a text. Despite the fact that names are significant to human readers, even experienced human translators struggle when it comes to names because it's still difficult to translate unknown phrases.

Proper names, known for their capacity to infuse texts with profound meaning and emotional resonance, are a vital component of translational works. These linguistic units, rich in layers of connotation and cultural context, require not only linguistic expertise but also a profound understanding of the source language's culture, history, and artistic nuances. In the literary translation context, the task of conveying proper names takes on an added layer of intricacy. Translators are tasked with the responsibility of not merely transferring the words from one language to another but capturing the essence and artistic expression of the source text. Proper names, with their ability to convey special concepts and emotions bring depth, subtlety, and complexity to literary works. They enrich the reader's experience and offer a wellspring of material for profound interpretations. Yet, translating these

linguistic units is no straightforward feat. It demands a deep appreciation of cultural and historical contexts and a nuanced understanding of linguistic subtleties.

After reviewing the translation possibilities of certain proper nouns in the thesis, a deep study was conducted on 27 proper nouns (20 nouns are taken as examples from "Animal Farm", and 7 nouns are the days of the week). As a result, it was concluded that *transliteration* is the most used translation method in the translation into Azerbaijani language. Later, it was seen that the most used method is *semantic translation*.

If we need to summarize the results of this study dedicated to the translation possibilities of proper nouns, we can mention that this topic does not involve a simple process as most scientists, linguists or scholars think. Like other language units, most proper names need to be translated. In this thesis, the specific importance of the translation process, the types of proper nouns and their examples, and the translation strategies used to translate proper names are reflected.

Possible Pedagogical Implications of the Results and Findings of the Research

Implications for Translator Education: One of the key findings that emerges from this study is the need for enhancements in translator education with an emphasis on the translation of proper names. Often, translation programs in universities concentrate on technical translation, which is an essential component of most translators' work. However when their work pivots towards translating literary texts, an acute need for skills beyond technical translation becomes evident. The current focus on technical translation tends to foster an inclination towards literal translation methods. While these methods have their merits, they often prove inadequate for literary texts, especially those abundant with proper name units.

The research findings can provide valuable insights for the creation of translation courses that prioritise the cultural significance of proper names. Teachers can create lessons that explore the social, cultural, and historical aspects of names, enlightening pupils about the deeper meanings associated with them. Furthermore, curriculum that address the linguistic difficulties associated with translating proper names might include targeted exercises and case studies that assist students in developing efficient methods for navigating the phonological, structural, and semantic differences between Azerbaijani and English.

The findings can be incorporated into textbooks and teaching materials by using real-life examples and case studies. These examples can exemplify successful translation processes while also highlighting typical difficulties, giving students with useful insights. Furthermore, interactive learning tools like translation software, online quizzes, and simulation exercises can be created to provide students hands-on experience translating proper names in a controlled, feedback-rich setting.

The findings of this study have the potential to stimulate additional translation research. Scholars and students may investigate related issues such as idiomatic expression translation, cultural references, and other types of language adaptations. Furthermore, the research can add to the academic literature on translation studies, making it a valuable resource for future scholars and educators. It can also be cited in scholarly articles, theses, and dissertations, encouraging more research into proper name translation.

Perspectives on Translating Proper Names from English into Azerbaijani

The research of translating proper names from English to Azerbaijani provides significant insights and contributes to a variety of fields. This study not only advances our understanding of linguistic and cultural translation, but it also has practical consequences and future directions for scholars, educators, and translators.

Linguistic Perspectives. Phonetic and Structural Adaptation: One important consideration is the linguistic adaptation required when translating proper names. This entails comprehending how phonetic and structural features of English names are altered to meet the phonological and morphological systems of Azerbaijan. The study can identify specific linguistic tactics utilised to achieve this modification while preserving the original name's integrity and meaning.

Semantic Perspectives. Handling semantic issues is another aspect of translating proper names. Names frequently include cultural allusions, meanings, or implications that are not directly translated into Azerbaijani. This study can investigate the methods translators use to successfully communicate the desired meaning while navigating these semantic obstacles.

Cultural Perspectives. Proper names have a rich cultural and historical background. This study can provide insight into how translators manage various cultural components to make sure the translated names retain their original meaning and are appealing to the intended audience. It can offer a more thorough comprehension of how language and culture interact during the translation process.

Practical Perspectives. Practically speaking, this study provides insightful information on the many approaches and methods utilised in appropriate name translation. Through an analysis of both successful and common errors, the research can offer translators useful advice to help them better negotiate the complexity involved in name translation.

In summary, a wide range of viewpoints are provided by studying the translation of proper names from English into Azerbaijani. Through the examination of language modifications, cultural subtleties, and pragmatic implementations, this study expands our comprehension of translation studies. It draws attention to the complex relationships that

exist between language, culture, and identity, which eventually improves translation practice and instruction in a multicultural and multilingual society.

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ABSTRACT

This thesis sheds light on the dark side of the translation possibilities of proper nouns. This study's main argument is that, in contrast to popular belief, proper name translation is a difficult task that is directly tied to the proper name's meaning. It attempts to illustrate the fate of proper names during translation, especially when translating from English into Azerbaijani. Although many scholars think that the translation of proper nouns is unnecessary or impossible, the field of proper noun translation has always attracted attention for its specificity. Therefore, the main goal of writing this thesis is to highlight this specificity, to investigate the possible translations of proper nouns from English to Azerbaijani and vice versa, to study the translation strategies used in these translation processes. Additionally, the study has been enhanced with some instances of translated writings that are accompanied by their original texts in order to make the findings more useful. The study concludes that it is improper to say that proper nouns are untranslatable. Depending on their unique characteristics and the context in which they are used, proper nouns may require translation, direct transformation, or pairing with definitions and/or explanations.

Proper nouns, remaining outside the bounds of language, can be found in encyclopaedias as opposed to dictionaries. For some scholars (Mill), proper names being devoid of meaning, can hardly or be translated as integral components of human language and communication, pose unique challenges for translators due to their cultural and contextual nuances. Addressing the intricate art of translating these specific units, this study contributes to a deeper understanding of precise translation of proper

names taking into account and preserving the artistic and emotional essence of the original properties.

Keywords: proper nouns, meaning of proper names, translation, translation strategies, translatability.

XÜLASƏ

Bu tezis xüsusi isimlərin tərcümə imkanlarının qaranlıq tərəfini aydınlaşdırır. Əksəriyyətin qəbul etdiyi bir düşüncənin əksinə olaraq bu araşdırmanın əsas arqumenti ondan ibarətdir ki, xüsusi adın tərcüməsi birbaşa adın mənası ilə əlaqəli olan çətin bir prosesdir. Tezisdə tərcümə zamanı, xüsusən də ingilis dilindən Azərbaycan dilinə tərcümə edilən zaman xüsusi adların necə dəyişdiyi təsvir edilmişdir. Bir çox alimlər xüsusi isimlərin tərcüməsinin lüzumsuz və ya qeyri-mümkün olduğunu düşünsələr də, xüsusi isimlərin tərcüməsi sahəsi öz spesifikliyi ilə həmişə diqqəti cəlb etmişdir. Ona görə də bu tezisin yazılmasında əsas məqsəd bu spesifikliyi vurğulamaq, xüsusi isimlərin ingilis dilindən azərbaycan dilinə və əksinə mümkün tərcümələrini araşdırmaq, bu tərcümə proseslərində istifadə olunan tərcümə strategiyalarını öyrənməkdir. Bundan əlavə, tədqiqat tapıntıları daha faydalı etmək üçün orijinal mətnləri ilə müşayiət olunan tərcümə edilmiş yazıların bəzi nümunələri ilə təkmilləşdirilmişdir. Tədqiqatdan belə nəticəyə gəlinir ki, xüsusi isimlərin tərcümə oluna bilməyəcəyini söyləmək düzgün deyil. Özünəməxsus xüsusiyyətlərindən və istifadə olunduğu kontekstdən asılı olaraq xüsusi isimlər tərcümə, birbaşa çevrilmə və ya təriflər/ izahatlarla qoşalaşma tələb edə bilər.

Dil hüdudlarından kənarda qalan xüsusi isimlərə lüğətlərdən fərqli olaraq ensiklopediyalarda rast gəlmək olar. Bəzi alimlər (Mill) xüsusi adları mənasız hesab etdiklərinə görə onlar bu qənaətdədirlər ki, xüsusi adlar dilin və ünsiyyətin ayrılmaz

komponentləri kimi həm çətinliklə tərcümə olunur, həm də mədəni və kontekstual nüanslarına görə tərcüməçilər üçün unikal problemlər yaradır. Bu xüsusi vahidlərin tərcüməsinin mürəkkəb sənətinə toxunan bu tədqiqat orijinal xüsusiyyətlərin bədii və emosional mahiyyətini nəzərə alaraq və onları qoruyub saxlamaqla xüsusi adların dəqiq tərcüməsini daha dərindən başa düşməyə kömək edir.

Açar sözlər: xüsusi isimlər, xüsusi isimlərin mənası, tərcümə, tərcümə strategiyaları, tərcümə oluna bilmə