

**Titles of English Fiction:  
Stylistic Peculiarities and  
Adequacy of Translation into  
Russian**

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- The research tasks:

- to study book titles as a specific object of research;
  - to define the functions of book titles;
  - to classify book titles and define their stylistic peculiarities;
  - to analyze various methods and techniques of adapting English book titles into Russian;
  - to highlight the difficulties of translating book titles from English into Russian;
  - to analyze the adequacy of translating book titles from English into Russian;
  - to analyze the stylistic peculiarities of book title;
  - to summarize the observations;
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- **Title...**

- **is the name of the text;**
  - **is the first sign of the text;**
  - **expresses the main idea or subject of the book in a short, condensed form;**
  - **has a complex structure and plays a huge role in creating the unity of a literary or artistic work;**
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Popular SD	Rare SD
Metonymy (The Eye of the Hunter)	Repetition (England, England)
Alliteration (Staring at the Sun)	Antithesis (Angels & Demons)
Metaphor (A Tapestry of Dreams)	Enumeration (Silver Wolf, Black Falcon)
Epithet (The Corpse Garden)	Graphon (Magic Kingdom For Sale – SOLD!)
Allusion (Good Omens)	Irony (The Stars' Tennis Balls)
Paradox (Rainbows End)	Hyperbole (The Impossible Dead)
Pun (Fool Moon)	Coinage (Winterfair Gifts)
Assonance (Mortal Causes)	
Oxymoron (In Pursuit of the Proper Sinner)	

- Literal translation (transliteration, transcription, loan translation (calque));
- Functional translation (translation equivalence (formal equivalence, functional equivalence), functional analogue, and method of description);
- Differentiation of meaning;
- Concretization of meaning;
- Generalization of meaning;
- Contextual translation;
- Antonymic translation;
- Holistic transformation;
- Compensation;

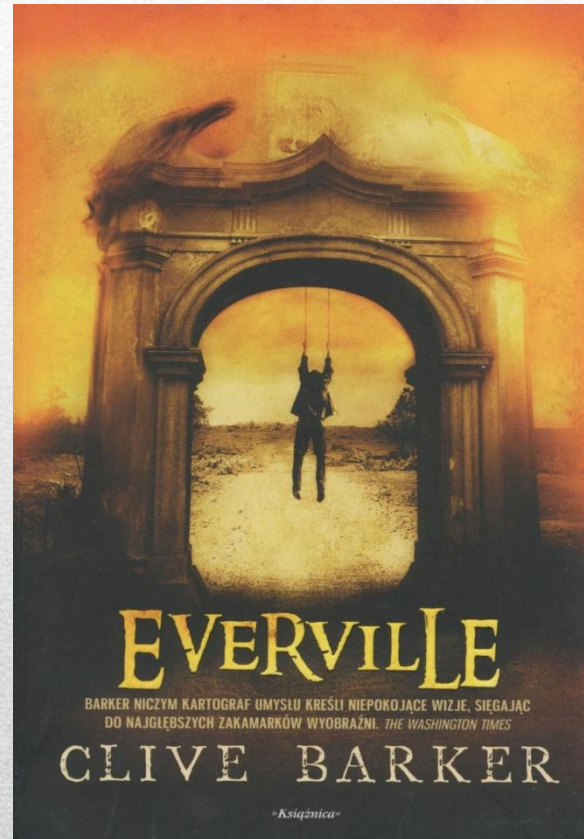
**The most popular methods of translating book titles**

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# "Everville" (1994) by Clive Barker

- ~~"Вечновилль"~~
- ~~"Всегдаполис"~~
- "Эвервилль"



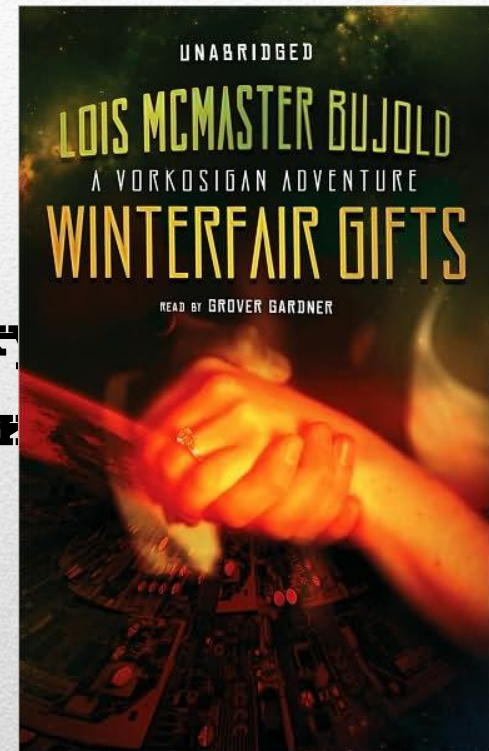
Transliteration

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# "Winterfair Gifts" (1999) by Lois McMaster Bujold

- ~~"Подарки к зимнему празднику"~~
- ~~"Зимние праздничные подарки"~~
- "Подарки к зимнепразднику"

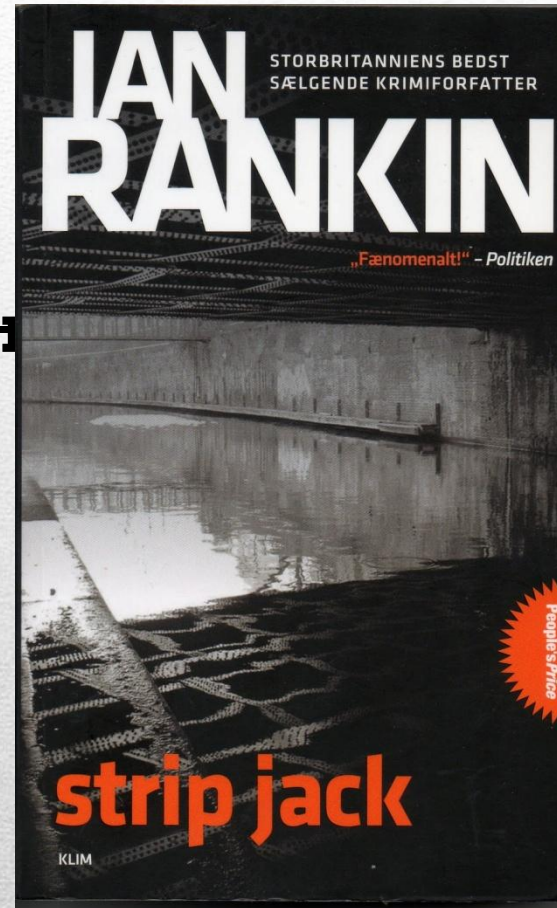


Loan translation

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# "Strip Jack" (1992) by Ian Rankin

- ~~"Голый Джек"~~
- ~~"Ограбленный Джек"~~
- "Битая карта"



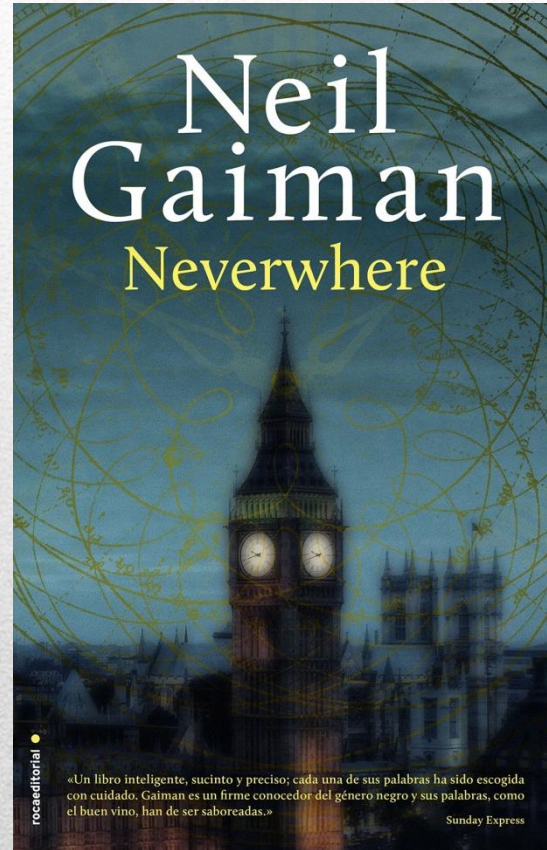
Functional analogue

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# "Neverwhere" (1996) by Neil Gaiman

- ~~"Нигде"~~
- ~~"Задверье"~~
- "Никогда"



## Method of compensation

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# **The most popular methods of translating English book titles into Russian**

- the literal translation;
  - the method of formal equivalence;
  - the method of functional translation;
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## **The translation of book titles is...**

- an interesting source to identify and compare translation tendencies;
  - not limited by the mechanical substitution of the corresponding word instead of the foreign one;
  - a creative but responsible work;
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