

NAMES OF THE US UNIVERSITIES: RENDERING AND UNIFICATION OF ENGLISH-UKRAINIAN EQUIVALENTS

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Abstract

The paper focuses on the analysis of the structural types of the US universities names and ways of their rendering into Ukrainian. The author distinguishes six typological groups of American universities names: *toponym + University*, *anthroponym + University*, *toponym (state's name) + State University*, *University of + toponym (state's name)*, *noun denoting specialisation + University*, and *miscellanea names which contain lexemes International, American, etc.* The author pinpoints the methods and ways of translation, which can help to avoid mistakes. The paper stresses the importance of background knowledge to convey these names correctly. **Keywords:** educational terminology, translation, unification of translation equivalents, rendering of university names, ways of translation, toponym, anthroponym, background knowledge.

НАЗВИ УНІВЕРСИТЕТІВ США: ПЕРЕКЛАД ТА УНІФІКАЦІЯ АНГЛО-УКРАЇНСЬКИХ ВІДПОВІДНИКІВ

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Анотація

У статті проаналізовано та систематизовано структурні типи назв університетів Сполучених Штатів Америки. Виділено шість типів структур (*«топонім + University»*, *«антропонім + University»*, *«топонім (назва штату) + State University»*, *«University of + топонім (назва штату)»*, *«іменник, що позначає спеціалізацію + University»*, а також лексеми *International, American*) та подано рекомендації щодо їхнього перекладу з англійської мови українською. Вказано на типові помилки при відтворенні цих власних назв. Автор наголошує на необхідності уніфікації перекладних відповідників назв університетів. Зазначено, що адекватний переклад таких лексем вимагає не лише знання мови-джерела та цільової мови, але й глибоких фонових знань.

Ключові слова: освітня термінологія, переклад, уніфікація перекладних відповідників, переклад власних назв, антропонім, топонім, назва університету, фонові знання.

Introduction, problem statement, and research objectives

Discrepancies in higher education system between Ukraine and the USA often cause hindrances in the adequate rendering of universities names from English into Ukrainian. In compare to Ukrainian, names of American universities are characterised by richer structural diversity.

The sources of the research are reference materials on North American Universities published in the English and Ukrainian languages, books, monographs on higher education, dictionaries, and miscellanea informational e-resources.

This study focuses mainly on two objectives. The first is to designate the structural types of the US universities names and the second is to define the most appropriate ways of their rendering into Ukrainian. The overall task of the research presupposes an attempt to standardize and unify English- Ukrainian translation equivalents of the names of American universities.

The results of this research can have practical application for budding translators, English-language students and teachers, lexicographers, terminologists, comparative lexicologists, American education researchers, and intercultural communication experts.

A number of studies prove that adequate rendering of the names of organizations and institutions has always been an issue due to culturally-bound information they bare [Vlakhov& Florin, 1980; Newmark, 1988; Grass, et. al., 2002; Meyer, 2008; Durdureanu, 2011]. Names of educational institutions incorporating the lexeme *university* are often difficult for translation. This is why the issue needs a detailed analysis.

Literature analysis on translation reveals that problems of universities names rendering are touched upon quite rarely [Harris, 2009; Karaban, 2004; Korunets, 2003; Kuprianova, 2013; Vochkova et al., 2015] or underestimated. This study is an attempt to bridge the gap.

Findings

As long as the names of the American universities are diverse, it is reasonable to group them considering their structures. Thus, based on the approach, I suggest distinguishing six typological groups of American universities names:

- the first group consists of a *toponym + University*,
- the second structure is an *anthroponym + University*,

- the third contains a *toponym (state's name) + State University constituents*;
- group four presupposes the structure *University of + toponym (state's name)*,
- the fifth group comprises a *noun denoting specialization + University*,
- group number six is miscellaneous universities names, which contain lexemes *International, American, etc.*

Specifically, this study is an attempt to pinpoint the methods and ways of translation, which can help to avoid mistakes and convey these names correctly.

The main finding of this research is formation of standardized and unified structures suggested to use as translation equivalents for rendering names of the US universities into Ukrainian. Below are detailed explanations and descriptions of the effective means to convey the meaning of such names.

The *toponym + university* structure is translated into the Ukrainian language via the *structure adjective derived from the toponym + університет*, e.g.: *Hampton University*— Гемптонський університет (*приватний університет у м. Гемптон, один з найвідоміших афро-американських навчальних закладів США*); *Georgetown University* – Джорджтаунський університет (*приватний католицький університет*); *Long Island University- Лонгайлэндський університет*.

The most adequate way to render these second structure (*an anthroponym + University*) is to follow the Ukrainian pattern: *Університет (імені) + an anthroponym in Genitive Case*, e.g. *John Hopkins University - Університет (імені) Джона Гопкінса* (приватний університет у м. Балтімор, шт. Меріленд); *John Carrol University- Університет (імені) Джона Керрола* (приватний університет у передмісті Клівленда, шт. Огайо); *George Washington University - Університет (імені) Джорджа Вашингтона* (приватний університет у м. Вашингтон); *Lamar University- Університет (імені) Ламара* (університет штату в м. Бомонті, шт. Техас).

However, it is possible to observe some special cases of universities names rendering from English into Ukrainian. These mainly concern the historically established translation equivalents for some famous institutions. Based on traditions, their names are rendered into the Ukrainian language via the historically established ways. These do not follow the general rules, e.g. *Harvard*

University- Гарвардський університет, instead of Університет (імені) Гарварда (John Harvard was a priest and philanthropist, one of the Harvard University founders; in 1638, he donated half of his estate, money, and a part of the library to the college; the college was named after him in 1639) and *Yale University- Сільський університет*, not Університет (імені) Сїла (Yale, Elihu was a wealthy English merchant; in 1699, he provided the college of Connecticut with financial assistance, books, and valuables; in 1718, the college got his name, since 1887 it has been called Yale University)). Following the rules of historical tradition, the name *Stanford University* is reproduced as *Стенфордський університет*, though some books mention *Університет Стенфорда* as an equivalent [Top vyshiv, 2015].

Careful examination of the Ukrainian translation equivalents of American universities names reveals though not frequently erroneous identification of English ant hroponyms with toponyms, e.g. *Brown University- Університет Брауна* [Riznychenko, 1999, p. 128] instead of *Університет (імені) Брауна*; *Clark University- Університет Кларку* [Riznychenko, 1999, p. 128] instead of *Університет (імені) Кларка*; *Duke University - Університет Д'юку* [Riznychenko, 1999, p. 130] instead of *Університет (імені) Д'юка*; *Vanderbilt University - Університет Вандербілду* [Riznychenko, 1999, p. 130] instead of *Університет (імені) Вандербілта*.

The *toponym (state's name) + State University* structure is translated into Ukrainian via *Університет штату+ toponym (state's name)* pattern: *Kentucky State University - Університет штату Кентукі*; *Kansas State University- Університет штату Канзас*; *Arkansas State University- Університет штату Арканзас*; *Arizona State University- Університет штату Арізона*; *Idaho State University - Університет штату Айдахо*. Names of some American universities which follow this structure contain the name of the city where the university is located instead of the name of the state. This caseneeds background knowledge the translator. Rendering of this structure should follow the pattern *Університет штату + у + toponym (city's name) in Locative case*, e.g. *Boise State University - Університет штату у Бойсі*; *Kent State University- Університет штату у Кенті*.

In the cases described above, the knowledge of translation standards cannot be underestimated as long as ignorance can cause confusion and misunderstanding. Data collected for the research contain some translation errors, for instance: *Iowa State University- Державний університет Айова* [Riznychenko, 1999, p. 128] instead of *Університет штату Айова*; *North Carolina State University- Державний університет Північної Кароліни* [Romanovskiy, 2012, p. 300] instead of *Університет штату Північна Кароліна*; *Pennsylvania State University- Пенсильванський державний університет* [Riznychenko, 1999, p. 131] instead of *Університет штату Пенсильванія*. These give the evidence of the urgent need to standardize translation equivalents.

University of + toponym (state's name) structure is translated into Ukrainian via *Університет + toponym (state's name) in Genitive Case*, e.g. *University of Kentucky - Університет Кентукі*; *University of Kansas— Університет Канзасу*; *University of Arkansas- Університет Арканзасу*; *University of Arizona - Університет Арізони*; *University of Idaho- Університет Айдахо*. It is worth to note that such universities may also be granted a state university status.

The structure *noun denoting specialization + University* is rendered into Ukrainian by means of *adjective, denoting specialization + університет*, while the structure *University of + specialization* is conveyed as *Університет + adjective, indicating specialization in the Genitive Case*, e.g. *Air University - Авіаційний університет* (вищий військовий навчальний заклад, розташований на авіабазі Максвел (Maxwell)); *Arkansas Tech University- Арканзаський технологічний університет* (розташований у м. Росселвїл, шт. Арканзас, має статус університету штату); *North California Agricultural and Technical State University- Сільськогосподарський та технічний*

університет штату Північна Кароліна; *University of Health Sciences - Університет медичних наук* (знаходиться у Чикаго, шт. Іллінойс).

In some instances names of the US universities contain the lexemes *International, American*, etc. These are the cases where loan translation is an adequate choice for rendering, e.g. *Florida International University - Флоридський міжнародний університет* (*університет штату у м. Майамі*); *American University- Американський університет* (*приватний університет у м. Вашингтон*); *Catholic University of America - Католицький університет Америки* (*приватний університет, що субсидується католицькою церквою, розташований у м. Вашингтон*); *City University of New York-Міський університет Нью-Йорка*.

It is unacceptable to translate the names of universities from English into Ukrainian via pure transcription/transliteration without any adaptation to the norms of the Ukrainian language and needs of the Ukrainian target audience: *Carnegie Mellon Foundation University- Карнегі-Мелон Фаундеїшн університет* [Riznychenko, 1999, p. 130] instead of *Університет фундації (імені) Карнегі (та) Меллона*.

Conclusions

Names of American universities constitute a minor part of the educational lexicon. Indeed, they present difficulties for rendering due to culturally marked information they contain. This fact must be taken into consideration for correct translation into Ukrainian. To make the translation adequate, the translators' competence is not limited by the source and target language expertise; "they must also have a thorough understanding of the field of knowledge covered by the source text" [Crystal, 2000, p. 346]. Standardization and unification of translation equivalents can enhance efficiency of educational lexicon translation.

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