

The coherence of all levels of language and, thus, the writer's individual style leads to a correct understanding of the meanings inherent in the work, the author's purpose, and also helps to enrich the reader through the exceptional author's experience reflected in the text.

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**PECULIARITIES OF THE TRANSLATION OF PROPER NAMES  
IN ENGLISH-UKRAINIAN TRANSLATIONS OF LITERARY WORKS**

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Proper names play a unique role in literary and translation processes when they appear in fiction. Proper names such as those of characters, places, events, or things are challenging and responsible for a literary translator to translate.

The aim of the study is to investigate the characteristics of translating proper names in literary translations from English into Ukrainian. Due to its importance and influence on the caliber of literary translation, this subject is significant. The selection of translation procedures, the preservation of meaning and stylistic elements, and the impact of cultural context on the translation of proper names are just a few of the different facets of this process that will be examined in the paper.

The historical aspect of the translation of proper names in fiction is important for understanding the evolution of this process and the changes in approaches to translation over time. Let's examine some significant occasions in the development of proper name translation.

The translators of *the Middle Ages and the Renaissance* typically Latinized proper names or employed Greek or Latin translations of scriptural analogies. Translations of festival names, for instance, sometimes use Latinized forms; for instance, 'John' becomes 'Johannes'.

*Early modern era.* Under the influence of humanistic concepts, more individualized ways of translation started to emerge at this time.

*18th and 19th centuries.* As national literatures and national awareness increased, translations of proper names began to 'naturalize', or preserve proper names in a form that is similar to the original.

*Present day and the 20th century.* It has been harder and harder to preserve proper names as widespread consumption of cultural goods and globalization have progressed. Today, many proper names are transliterated or modified to fit new cultural situations. For instance, 'Макдональдс' is changing to 'McDonald's'.

Proper name translation is a challenging undertaking that calls for factoring in multiple theoretical considerations and resolving countless linguistic and cultural issues. The following are some theoretical elements of translating proper names:

When a proper name is phonetically written in the target language but not translated into its meaning, transcription and transliteration are two common methods used to translate it. For instance, the Ukrainian equivalent of the word «Париж» is 'Paris'. Proper names may occasionally be changed to conform to the standards and guidelines of the target language. For instance, the Ukrainian equivalent of the name 'George' is «Георгій».

Here are a few proper name samples from various literary works along with potential ways for translating them into Ukrainian:

1. Harper Lee's "To Kill a Mockingbird" book: *Maycomb County-Мейкомб Каунті* (the name is preserved fairly close to the original in this instance)

2. Francis Scott Fitzgerald's "The Great Gatsby": *Jay Gatsby-Джей Гетсбі* (here, it's crucial to replicate the English name in order to maintain the character's voice and style)

3. William Shakespeare's "Romeo and Juliet" play *Verona-Верона*

4. The novel "The Master of the Rings" by J. R. R. Tolkien: *Middle-Earth-Середзем'я* (in this case, it is imperative to consider that "Middle-earth" may be a multi-meaning term, and the interpretation will depend on the setting)

5. The novel "The Catcher within the Rye" by Jerome David Salinger: *Holden Caulfield-Холден Колфілд*.

In conclusion, the translation of proper names in literary works is a complex and significant task for literary translators. This process involves various challenges, including the selection of translation procedures, the preservation of meaning and stylistic elements, and considering the impact of cultural context. The historical evolution of proper name translation has seen different approaches, from Latinization in the Middle Ages to naturalization in the 18th and 19th centuries, and more recently, transliteration and modification in the present day.

Translators must consider theoretical elements such as transcription and transliteration when dealing with phonetically written proper names. Additionally, there may be instances where proper names are changed to align with the target language's standards and guidelines.

Examples from various literary works demonstrate the diversity of approaches to translating proper names, with some names being preserved closely to the original and others requiring replication of the English name to maintain character voice and style. The translation of proper names remains a challenging endeavor, requiring careful consideration of linguistic and cultural factors, and it plays a crucial role in ensuring the quality of literary translations.

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