Conclusion. To sum up, it could be stated that the major idea that we've learned from our sociological survey is that new political words are well-known and used by people. That is why they play a significant role in our society. People continue creating and using political neologisms as a reflection to the newest political events and issues. Political neologisms have perspectives for their further development and study. Specifically, the study revealed that political neologisms imply specific pragmatic characteristics and are used for various purposes.

PECULIARITIES OF TRANSLATION OF PROPER NAMES FROM ENGLISH INTO RUSSIAN (THROUGH THE EXAMPLE OF 'HARRY POTTER' BY J.K. ROWLING)

K. Nenyuk
VSU named after P.M. Masherov, Vitebsk, Belarus

The translation of a literary work is very important, as it determines the fate of a translated work and it influences the reader's focus on the book.

The relevance of the study is related to the fact that the problem of translation of proper names has always existed and nowadays there is no one specific means which can be used by translators.

The purpose of the study is to analyze the peculiarities of translation of proper names from English into Russian through the example of 'Harry Potter' by J.K. Rowling.

Material and methods. The series of book about 'Harry Potter' by J.K. Rowling was used as a material for this work. The methods were the following: the comparative method, the research method, the analysis of the scientific textbooks.

Findings and their discussion. The translation of a literary text is based on the laws of general theory of translation, that's why while translating, a translator resorts to traditional translation methods, such as: transliteration, transcription, loan translation, the principle of sonority, semantic translation, and the combination of different translation transformations. However, while translating a literary text, a translator focuses on the release of aesthetic information and, consequently, a translator must make a translation solution which fits in with the spirit of a literary work. A translator aims to depict content-related, expressive, and aesthetic value of the original literary work and to archive equal with the original text impact on a foreign reader.

The translation of the books by J.K. Rowling about Harry Potter, carried out by two different publishing houses (ROSMAN (Oransky, Litvinova and Babkova were the translators) and Makhaon (Maria Spivak was the translator) was used as a material of this study. The fact is that there are a lot of

charactonyms in 'Harry Potter' which added hurdles during the translation of these books. The translation solutions made by the translators of ROSMAN and Makhaon were stipulated by different factors.

Thus, the name of the Potions Master Severus Snape was translated into Russian in two ways: ROSMAN translated it as *Северус Снегг* and Makhaon translated it as *Злодеус Злей*. The name *Severus* sounds quite similar to an English word 'severe' and the surname *Snape* sounds like 'snake' which is metaphorical as Severus Snape is a dean of Slytherin – a house which symbol is a snake. Also a character himself is an unfriendly and misanthropic person. Obviously, the translators of ROSMAN decided to preserve this word play and went in for semantic translation. ROSMAN translated *Severus Snape* into Russian as *Северус Снегг* as the word *Снегг* is strongly associated with a word 'снег' (snow) and snow is cold as Severus Snape is. As for Makhaon, the translation solution of Maria Spivak can be explained by the fact that in first books Severus Snape is shown as a rugged and morose person and it was transpired that Snape was somehow related to the main villain of the books – Lord Voldemort so he seemed to be a bad person, too. The name *Злодеус Злей* is strongly associated with the word 'зло' (evil). However, this translation solution was not a successful one because in the last book, Harry Potter and the Deathly Hallows, Severus Snape turned out to be a spy and he was doing his best to help magical society to get rid of Voldemort. So, the name *Злодеус Злей* doesn't fit this character and, moreover, it misinforms readers, and that's why while translating the last book Maria Spivak found herself in the hot seat.

The name of a school coach *Rolanda Hooch* was also translated in two different ways and it made the translators to rack their brains as a word 'hooch' means 'самогон; алкогольный напиток» which is quite confusing as Rolanda Hooch was portrayed in books like 'she had short, grey hair and yellow eyes like a hawk' [1, p. 109] and not a word about alcohol. Nevertheless, Maria Spivak translated *Rolanda Hooch* as *Роланда Самогони*. Igor Oransky who translated the first book, made other translation solution: the word 'hooch' can be a slang and can be translated as 'каверза; выкрутас' so he translated her name as *Роланда Трюк*, that vividly hints at her profession and personality, unlike the translation of Maria Spivak.

Students of any house can make use of *the Room of Requirement* which can be translated in Russian as 'необходимая, нужная комната'. The translators of both publishing houses managed to convey the meaning of this name: Oransky translated it as *Выручай-комната* that agrees with the original as this room appears in a situation when a student *really* needs this room. Maria Spivak translated it as *Кстати-комната*. Therefore, both translators went in for semantic translation.

After analyzing the translation of 'Harry Potter' carried out two publishing houses (ROSMAN and Makhaon), the following conclusions were made. The theory of translation numbers plenty of ways to translate proper nouns:

transliteration, transcription, loan translation, the principle of sonority, semantic translation, and the combination of different translation transformations. Proper nouns are cross-language and intercultural borrowing objects as they contain a national element in their semantic core. Gaps in the knowledge of translators can lead to mistakes and inaccuracies related to the translation of proper names. After analyzing the translation of 'Harry Potter' carried out by two publishing houses (ROSMAN and Makhaon), it was concluded that one of the main peculiarities of translation of proper names of the book was caused by the fact that the series was being published at intervals and a true meaning of some proper names became obvious only in the last books which led to mistakes and inaccuracies.

Conclusion. Thus, the choice of language means influences the quality of the translation of a literary text and the fate of the translated work, as the translation of ROSMAN is still very popular, unlike the translation of Makhaon. When choosing a translation, readers prefer ROSMAN, as they consider its translation to be more correct and aesthetically successful than the translation of Makhaon.

Reference list:
1. Rowling, J.K. Harry Potter and the Philosopher's Stone / J.K. Rowling. – London: Bloomsbury, 1997. – 223 p.

SCHOOL: THE HISTORY OF THE WORD
AND THE CONCEPTS IN RUSSIAN AND ENGLISH

M. Nikolayenko
VSU named after P.M. Masherov, Vitebsk, Belarus

The words of the native language that denote the realities of the world, as a rule, wereborrowed, remembered and used by speakers as given, without deep understanding of their content. These ordinary words include the word school, known to every person since early childhood. And at the same time, we are faced with a situation when students demonstrate a noticeable difficulty in answering the question: "What does the word school mean?"

The purpose of study work is the attempt to determine the origins of the word school, the ways of development and expansion of its meanings both in the Russian and English languages.

The relevance of the topic is determined by the need to equip the students as future teachers with new knowledge about the sphere of their future activities, which should lead to a more conscious perception of their professional tasks and, as a result, to an improvement in the quality of pedagogical activity.

Material and methods. The material for the study was the data of various reference books and dictionaries, as well as the results of studying the