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**ANALÝZA PŘEKLADŮ VLASTNÍCH JMEN  
V ANGLICKY PSANÉ PRÓZE**  
**AN ANALYSIS OF TRANSLATIONS  
OF PROPER NOUNS IN ENGLISH FICTION**

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## **ABSTRACT**

The main aim of my bachelor thesis is to analyze the translation of proper nouns in English fiction. Theoretical part of my thesis deals with the translation such itself, as well as the translation methods and procedures. There are also mentioned nouns and phenomenon Harry Potter. The second part is based on the comparison of Harry Potter books written by J.K. Rowling and translated by brothers Pavel and Vladimír Medek. The empirical part is divided in three chapters including introduction, analysis and summary.

**Keywords:** *translation, translational strategies, translational methods, translational procedures, source language, source text, target language, target text.*

## **LA ANOTACIÓN**

El objetivo principal de la tesina es analizar la traducción de los nombres propios en la prosa inglesa. La parte teórica se refiere generalmente a la traducción, describe sus estrategias que incluyen los métodos y procedimientos de traducción. También hemos mencionado los sustantivos y el fenómeno Harry Potter. La parte práctica está basada en la análisis de los libros Harry Potter que fueron escritos por la escritora J.K. Rowling y traducidos por hermanos checos Paul y Vladimir Medek. Esta parte se divide en tres capítulos incluyendo la introducción, análisis de traducción y resumen final.

**Palabras claves:** *la traducción, las estrategias de traducción, métodos de traducción, los procedimientos de traducción, el texto fuente, la idioma fuente, la lengua y el texto de meta.*

## ANOTACE

Hlavním cílem této bakalářské práce je analýza překladů vlastních jmen v anglicky psané próze. Teoretická část této práce se zabývá nejenom překladem samotným, ale také překladatelskými metodami a procedurami. Jsou tam také zmíněna podstatná jména a fenomén Harry Potter. Empirickou částí je analýza, která je založena na knížkách o Harry Potterovi, napsané spisovatelkou J.K. Rowling a přeložené bratry Pavlem a Vladimírem Medkem. Empirická část je rozdělena do tří kapitol, zahrnující úvod, analýzu a závěrečné shrnutí.

**Klíčová slova:** *překlad, překladatelské strategie, překladatelské metody, překladatelské procedury, zdrojový text, zdrojový jazyk, targetový text, targetový jazyk.*

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## **LIST OF ABBREVIATIONS**

AD Anno Domini

BC Before Christ

etc. Et cetera

PN Proper noun

PNs Proper nouns

SL Source language

ST Source text

TL Target language

TT Target text

## INTRODUCTION

The main aim of my bachelor thesis is to analyze the translation of proper nouns in English fiction. Since I am a big fan of Harry Potter books I based my analysis on them. When I lived in the USA, I came across the original book of Harry Potter. I started to read it and I loved it. I successfully read all the books in the original language, English, and when I moved back home, I decided to read them once again but in the Czech language. The number of new words and names in the series is extraordinarily large, so it provides a lot of material for analysis and unique opportunity to explore the use of some translational procedures. It is interesting to see how translators deal with translation of problematic nouns.

The first part of my bachelor thesis consists of theory. At the beginning, the aim of translation, including translator's objective, translation theory by Roman Jakobson and history of translation, is discussed. The second chapter deals with the translation process, comprehension, interpretation and transfer of the text. The third chapter covers the translation strategies. There are introduced basic translation methods and procedures used by professional translators and also their potential problems in translation of fiction. The fourth chapter deals with translation of nouns. It includes types of nouns, proper nouns, translation of proper nouns and procedure choices in translating proper nouns. The fifth chapter, phenomenon Harry Potter, includes Harry Potter books, Joanne Kathleen Rowling, brothers Pavel and Vladimír Medek and Pavel Medek objectives on Harry Potter.

The second part, called the Empirical part, is based on the comparison of the English books of Harry Potter series written by J.K. Rowling and translated by Pavel and Vladimír Medek. There are given examples of used translational procedures. The empirical part is divided in three chapters. The first chapter provides the introduction of the analysis. The second chapter is the analysis, consisting of transference, naturalization, category based on similarities (literal translation, synonymy and adaptation), substitution, calque and neologisms. Neologisms covers four groups, including Hogwarts houses, magical spells, Quidditch and other neologisms. The third chapter is the last chapter that summarizes the analysis.

**Note:** All the Czech citations were translated by me. The original citation can be found in the Appendix.

# **I. THEORETICAL PART**

## **1 Translation theory**

Translation theory is a branch of social science focused on transferring of a text from one language into another one. According to Levý (1998), “translation is a communication. Strictly speaking, a translator decodes the communication which is contained in the text of the original author and rephrases it into his own language”<sup>(1)</sup> (44). To explain this statement, the text of the original author written in the original language refers to the source text (hereafter ST) and the source language (hereafter SL), while the target text (hereafter TT) is a term used for the translated text in the target language (hereafter TL), the language of the translation.

The main purpose of translation is to provide the same meaning of a text between the ST and TT. Michael Cunningham (2010) claims that “translation is not merely a job assigned to a translator expert in a foreign language, but a long, complex and even profound series of transformations that involve the writer and reader as well” (Cunningham: <http://www.nytimes.com> Accessed July 2, 2012 ). It comes with several obstacles the translator must take into account. These include the context of the text, the author's relationship to the audience, the kind of the text and its function, the rules of grammar of both languages, as well as the culture of its speakers, idioms etc.

### **1.1 Translator's objectives**

The translator's main objective is to deal with the translation or interpretation in written or spoken form. As Levý (1998) mentioned in his book, translator should

know: 1. a language from which he/she is translating, 2. a language to which he/she is translating to, 3. a pragmatic content of the text (17). Furthermore Knittlová (2000) claims that “... the main objective of the translator is to overcome the barriers between two different cultures”<sup>(2)</sup> (5) and Newmark (1998) adds “... and have a flair and a feel for his own language” (4). In other words we can say that the translator's knowledge of the TL is more important and needs to be deeper than the knowledge of the SL. A natural feeling for words, readability and authenticity in the TL plays an important role for the future group of readers. “[The translator] is intuitively or consciously following a theory of translation, just as any teacher of grammar teaches a theory of linguistics” (Newmark 1998: 8). Every translator, while translating, has his/her own scheme of how to consciously and methodically interpret and analyze all its features.

Before the actual process of translating begins, the translator must understand, who the target group of readers is and which literary genre requires translation. The translator has to transfer a message to a recipient in a way that the recipient can understand, and it is also important to keep the meaning of the message in the same way as it was originally written.

## **1.2 Translation theory by Roman Jakobson**

The Russo-American linguist Roman Jakobson makes a very interesting distinction, while formulating three different types of written translation. According to Jakobson's taxonomy; firstly, he is talking about intralingual translation where he mentions translation within the same language, which involves paraphrasing and rewording. This “translation” includes a good example within

Harry Potter series, “Harry Potter and the Philosopher's Stone” which was translated into American English as “Harry Potter and the Sorcerer's Stone”. The American version has numerous changes in grammar and syntax. Secondly, he is talking about interlingual translation which is translation from one language into another. I will be using this kind of translation throughout my bachelor thesis. And thirdly, Jakobson is talking about intersemiotic translation which is the translation of the verbal sign by non-verbal sign, for example, music or an image.

We cannot strictly say that the translator is only someone who translates a text from one language to another. The translator is someone who is either doing intralingual translation, interlingual translation or intersemiotic translation (Hatim and Munday 2004: 5).

### **1.3 History of translation**

The ability of translation, as we can say, is as old as written literature and has significantly contributed to the development of world culture. The oldest known literary works such as Sumerian Epic of Gilgamesh were translated into many languages.

Each era of translation history differs from one place to another. Specifically we are talking about the history of the West and the Arab world, which is related to the cultural history of the world. The Arab world had influenced the Western culture since the sixth century BC while establishing the trade between India and Mediterranean countries. Nevertheless, previously influenced ancient Greece rendered many philosophical and scientific works into the Arab world in the ninth century AD.

The most known work of translation is the Bible, which was translated into common languages for the use of the ordinary people.

And so the translator's work has made important contributions to the world, such as bringing valuable information to a larger audience.



## 2 Translation process

Translation process can be very challenging because of the differences between the SL and the TL, and the culture itself. This process requires thorough knowledge of the grammatical structure of both languages, semantics, syntax, and lexical meaning of individual phrases and idioms. What is important in translation is not only the result of the TT but the process itself, consisting several steps towards the result.

Jiří Levý (1998), a founder of the Czech theory of translation, summarizes the process of translation into three steps: comprehension of the original text, interpretation, transfer of the original text into the target language (52).

### 2.1 Comprehension of the original text

The most important step in achieving a good translation is to understand the ST. According to Levý (1998), a good translator has to be most importantly a good reader (52). The translator must understand not only the factual information in the text, but also understands what the author wanted to say and capture the atmosphere of the ST. Knittlová (2000) claims, the translator needs to understand the aim of the text and its cultural background (27).

According to Levý (1998), the process of comprehension of the original text can be divided into three steps:

- **Philological understanding of the text** – a translator must not get confused by more meanings of one word. For this first step, there is no need to have any special talent; it is just a matter of professional preparation and experience.

- **Correct understanding of the text** – correct understanding of the text allows the translator to mediate the ideological values to the reader, it means ironic or tragic background, emotions etc.
- **Understanding the author's objective** – understanding of artistic units, such as characters and their relationships, and the environment of the story. This is the most difficult step in translating, which also involves the translator's imagination (52 – 56).

## 2.2 Interpretation of the original text

The second step in the process of translating is interpretation of the ST. This is when the translator thinks about the specification of particular expression and chooses the right equivalent.

Levý (1998) claims that there are three moments of interpretation:

- **Search for an objective ideas of work** – each translation is more or less evident interpretation. The translator must suppress his/her subjective perception of the text and must get as close as possible to the ST.
- **Translator's interpretative attitude** – it is important for the translator to determine his/her interpretative attitude and know what he/she wants to say.
- **Interpretation of objective values of the work from this point of view** – it is significant to hold on to the original ideological and aesthetic values. If the translator does not hold on to it, then we cannot consider the text fully realistic (57 – 66).

## **2.3 Transfer of the text into the target language**

Levy (1998) says that the last step in the process of translating is the actual transfer of the text into the TL. It is not possible to transfer the text mechanically because of the differences between two particular languages. The language devices are not semantically equivalent. That is why it is important for the translator to have assets such as imagination, objective ability of objectivity and stylistic ability (67 - 81). “There is nothing mystical about this “sixth sense”, but it is compounded of intelligence, sensitivity and intuition, as well as of knowledge” (Newmark 1998: 4).

### **3 Translation procedures and methods**

From the previous chapter it is clear that the work of the translator is very hard and challenging. The process of translation uses all kinds of methods and procedures. Translators should be familiar with them and know how to use them.

This part of the theoretical background is based on *A Textbook of Translation and Approaches to Translation* by Peter Newmark. He (1998) says that “while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language” (81). To explain this statement, translation methods are applied to a text as a whole, which means that we have to make choice how close we want the ST to be to the TT. It is the choice between imitative translation and functional translation, whereas the translation procedures are applied in the translation of the individual expression. This includes proper names, neologisms and idioms etc. in the ST which will be further discussed in the chapter Potential problems in translation of fiction.

#### **3.1 Individual translation methods**

We can distinguish between eight different types of translation methods. While translating, we have to choose between imitative translation and functional translation. Imitative translation emphasizes the purely formal aspects of the SL, where on the other hand, functional translation places emphasis on changes in the TL. Methods supporting imitative translation are word-for-word translation, literal translation, faithful translation and semantic translation. Methods supporting functional translation are adaptation, free translation, idiomatic translation

and communicative translation. All the mentioned methods are based on Newmark's (1998) theory and are further discussed in the following sub chapters (45 – 48).

### **3.1.1 Imitative translation**

Imitative translation emphasizes the purely formal aspects of the SL.

#### **3.1.1.1 Word-for-word translation**

Word-for-word translation preserves the SL word order and translates the individual words as literally as possible. This method is mainly used either in the pre-translation process or to understand the mechanics of the SL.

#### **3.1.1.2 Literal translation**

Literal translation is a method where the grammatical structure and individual words of the SL are converted into the nearest TL equivalents. This method is also used for pre-translation process.

#### **3.1.1.3 Faithful translation**

Faithful translation tries to reproduce the exact contextual meaning of the ST using the grammatical structures of the TL, although it tries to preserve certain level of grammatical and lexical structure of the SL in the translation.

#### **3.1.1.4 Semantic translation**

Semantic translation is very similar to faithful translation, however, it differs in the aesthetic value. It means compromising and sacrificing part of a meaning

in order to hold on to the beautiful and natural sounds of the ST. Semantic translation is more flexible than faithful translation and admits exceptions to fidelity.

According to Dejesus (2012), “fidelity pertains to the extent to which a translation accurately renders the meaning of the source text, without adding to or subtracting from it, without intensifying or weakening any part of the meaning, and otherwise without distorting it” (Dejesus: <http://www.oppapers.com> Accessed July 2, 2012).

### **3.1.2 Functional translation**

Functional translation places emphasis on changes in the TL.

#### **3.1.2.1 Adaptation**

Adaptation is considered as a special kind and the most free form of translation. It is usually used for translating plays and poetry. A translator's aim is to rewrite the ST in order to get closer the TL culture. It includes characters and plots.

#### **3.1.2.2 Free translation**

Free translation reproduces the content without the form of the original text while using a paraphrase, which is much longer than the original.

#### **3.1.2.3 Idiomatic translation**

Idiomatic translation reproduces the message of the ST while using slight differences in the meaning by preferring colloquialisms and idioms, which do not exist in the SL.

- “A colloquialism is a word or phrase appropriate to conversation and other informal situations” (<http://www.thefreedictionary.com> Accessed July 2, 2012).

- “An idiom is a group of words whose meaning cannot be predicted from the meanings of the constituent words, as for example, “It was raining cats and dogs” (<http://www.thefreedictionary.com> Accessed July 2, 2012).

### **3.1.2.4 Communicative translation**

Communicative translation tries to preserve the exact contextual meaning of the ST which is readable, acceptable and comprehensible for a target reader.

## **3.2 Individual translation procedures**

Because my bachelor thesis deals with a translation of individual words, such as proper nouns, I will further discuss translation procedures. Peter Newmark (1998) provides a list of various translation procedures, which I was looking for in order for my research and future analysis. In the list that follows, I will be discussing the following procedures: literal translation, transference, naturalization, cultural equivalent, descriptive equivalent, synonymy, through translation (translation loan, calque), transposition, modulation, recognized translation, translation label, compensation, componential analysis, reduction and expansion, paraphrase and adaptation (70 – 93).

### **3.2.1 Literal translation**

Literal, or “word for word”, translation ranges from one word to one word, “sister” - “sestra”, collocation to collocation, includes metaphors “walls have ears” – “stěny mají uši” and proverbs “first come, first serve” – “kdo dřív přijde, ten dřív mele”.

It is the direct transfer of the ST into the TT, the meaning of the words in SL is not affected by its context in a way that the meaning of the TL word does not correspond to it. As Peter Newmark (1998) says, literal translation is the basic translation procedure in both communicative and semantic translation (70).

### **3.2.2 Transference**

Transference is the process of transferring a SL word into a TL word without translating it at all. In other words, we are talking about transcription or borrowing. The word becomes a loan word. It is the simplest of all translation procedures. Foreign words are used from other languages and adapted in the Czech culture, for example “pop music, dollars, tortillas” etc. in everyday life.

This procedure is mainly used for translation of names of all living and dead people, geographical names, newspaper names, street names and addresses etc.

Even though there are no changes in the spelling, we might note the difference in the pronunciation in the Czech and English language.

### **3.2.3 Naturalization**

Naturalization is almost the same as transference, however it involves the adaptation of the SL word to the pronunciation of the TL word. We apply changes in the TL spelling and morphology. This procedure is usually used for translating female surnames, where the suffix “- **ová**” is added and therefore, it is also applied in the translation of words with an unnatural combination of letters in the TL. For example, it includes “Mathylda” – “Matylda”, “Mrs. Brown – paní Brownová”.



### **3.2.4 Cultural equivalent**

Cultural equivalent is the translation of culturally rooted word from the SL into the TL. Such equivalence is only approximate. We can present an example “gingerbread” – “perník”.

### **3.2.5 Descriptive equivalent**

Descriptive equivalent is the translation of a word from the SL into the TL using a description of the concept in the TL. The SL word is replaced by a description of the word in the TL and can be explained in several words. For instance, it includes “Windsor tie” – “mašle pod bradou”.

### **3.2.6 Synonymy**

Synonymy is the near, but not complete, TL equivalent to the SL word. According to Newmark (1998), “this procedure is used for a SL word where there is no clear one-to-one equivalent, and the word is not important in the text” (84). Synonymy is frequently used in connection with adjectives and adverbs of quality. For example, it includes expressions “an absolute truth” – “úplná pravda” and “dirk” – “dýka”.

### **3.2.7 Through translation (translation loan, calque)**

Peter Newmark (1998) describes through translation in other words as translation loan and calque, which is “the literal translation of common collocations, names of organisations, the components of compounds (...) and perhaps

phrases” (84). For instance, it includes “velvet revolution” – “sametová revoluce” and “skyscraper” – “mrakodrap”.

### **3.2.8 Shifts or Transposition**

“Transposition is the only translation procedure concerned with grammar, and most translators make transpositions intuitively” (Newmark 1998: 88). To explain this statement, transposition involves changes in the grammar from the SL to the TL or in word class, without changing the meaning of the text.

- change from singular to plural: “a lily pad” – “leknínové listy”
- change of the word class: “famous around the world” – “světoznámé”
- literal translation is grammatically possible, but does not sound naturally in the TL: “This makes me feel sorry”. – “Začne mi to být líto”.

### **3.2.9 Modulation**

Hatim and Munday (2004) claims that “modulation is a variation of the form of the message, obtained by a change in the point of view” (150). For further explanation, modulation means presenting the idea from the SL to the TL in different perspective with different concept, for example, changing active for passive, using a name of a category for a specific part of the category “flowers” – “rose” and using a part for the whole. For example, it includes “romantic breaks” – “romantické zážitky”.

### **3.2.10 Recognized translation**

According to Newmark, recognized translation means using a well-known accepted TL translation of any SL institutional term (89). This kind of procedure seems to be

problematic. If I use some sort of equivalence in the Czech language, such as, “Rebecca” – “Rebeka” and “Alicia” – “Alice”, we can regard them also to naturalization. Sometimes it is hard to say where the actual boundary line lies.

### **3.2.11 Translation label**

Translation label, or provisional translation, is usually a new term in the TL which does not have any conventional translation, and should be marked by inverted commas.

### **3.2.12 Compensation**

Compensation is making up for the loss of some information in the ST, by adding more information or explanation in the TT. One part of sentence is compensated in another part or in the following sentences.

### **3.2.13 Componential analysis**

Componential analysis in translation means comparing a SL word with a TL word that has a similar meaning, it can also mean splitting up a lexical unit into components and one word can be then translated as two, three or more words. This procedure is used for translating neologisms and filling up lexical gaps between languages.

### **3.2.14 Reduction and expansion**

Reduction means removing elements for better understanding of the TT in translation and expansion, on the other hand, means adding elements that may be essential for understanding of the TT.

These procedures might be crucial for the readers, because the source and target cultures have different knowledge of culture, history etc. For instance, it includes “the States” – “Spojené státy”.

### **3.2.15 Paraphrase**

According to Newmark (1998), paraphrase is “an amplification or explanation of the meaning of a segment of the text. It is used in an “anonymous” text when it is poorly written, or has important implications and omissions” (90).

### **3.2.16 Adaptation**

Adaptation means substitution of a situation described in SL by an adequate or equivalent situation in the TL.

## **3.3 Potential problems in translation of fiction**

It is known that translation of fiction is a complex process which involves style and other factors, such as the meaning and function. Translators have to often choose how to render PNs, which have some meaning, and how to express the culture of origin. It is almost impossible for translators to use word-for-word procedure. Translators often come across the neologisms, alliteration and anagram.

### **3.3.1 Neologisms**

As Newmark (1998) says, neologisms can be defined as newly coined lexical units or existing lexical units that acquire a new sense. They usually attract everyone and most people like them; nevertheless they are the professional translator's biggest

problem (140). If one has to create a neologism in order to translate a term from the SL, it is unwise to randomly choose any word not yet used in the TL. The purpose of a translation is after all to provide the reader of the TT with information.

New neologisms originate by derivation or modification of already existing words, or morpheme. It also includes abbreviations, collocations, phrasal words, eponyms, transferred words, acronyms etc. They are created every day and depend on the translator's creativity and ability to adjust to the context. For example, it includes bluetooth, e-mail etc.

### **3.3.2 Alliteration and anagram**

Alliteration and anagram is used a lot in the fiction world. It is also true in the case of Harry Potter series. It is known that J.K. Rowling is very keen on names and Mulliez (2009) indicates that she "often names her characters onomatopoeically, also utilizing foreign associations and phonetics [...]. Names function as character tags, suggesting something of the characters' personality and demeanor" (Mulliez: <http://cle.ens-lyon.fr> Accessed July 2, 2012).

Characters in the Harry Potter series are specific for its alliteration. "Alliteration is the recurrence of the same sound/letter or sound/letter cluster at the beginning of two or more words occurring near or next to one another in a text" (Knittlová 1995: 129). All the founders of Hogwarts school have alliteration in their names - Godric Gryffindor, Helga Hufflepuff, Rowena Ravenclaw and Salazar Slytherin; Minerva McGonnagall and Severus Snape.

An anagram is a type of word play, where we rearrange the letters of a word into another word or phrase using all the original letters. For instance, it includes an anagram Tom Marvolo Riddle, which means “I am Lord Voldemort”. In Czech, the name was changed to “Tom Rojvol Raddle” - “Já Lord Voldemort” and it resulted in the change of a surname. Thus, this happened in many languages, for example, in French. The name was changed to “Tom Elvis Jedusor” (Hatim and Munday 2004: 11).

## **4 Translation of nouns**

### **4.1 Nouns**

A noun is a word used to name a person, animal, place, thing, and abstract idea. A noun can function in a sentence as a subject, a direct object, an indirect object, a subject complement, an object complement, an appositive, an adjective or an adverb. A noun can determine gender, whether it is in plural or singular form or it is a possessive noun.

### **4.2 Types on nouns**

Nouns have different types or classes. There are proper and common nouns, non-count and count nouns, collective nouns, concrete and abstract nouns. Since my bachelor thesis is based on analysis of proper nouns, I will be working only with them.

### **4.3 Proper nouns**

Proper noun (hereafter PN), or name, is a specific name of a place, person, or thing and should be written with a capital letter. The names of days of the week, months, historical documents, institutions, organizations, religions. Proper nouns (hereafter PNs) have a unique referent or feature a specific item.

According to Šrámek, proper names cover several categories, such as anthroponyms, zoonyms, plant names, toponyms, chrematonyms, astronoms (Šrámek 1999: 11 – 16).

- **Anthropomyns**

Anthropomyns is the name of human beings and sometimes called as false anthropomyns, which means fictional or supernatural beings. Theonyms, the name of God, can also be included.

- **Zoonymns**

Zoonymns is a name of an animal, this group also includes false zoonymns.

- **Plant names**

- **Toponymns**

Toponymy is a study of place names.

- **Chrematonymns**

Chrematonymns is a proper name for an artifact or an institution.

- **Astronymns**

Astronymns is the study of celestial objects (such as stars, planets, comets and galaxies).

#### **4.4 Translation of Proper nouns**

The translation of proper nouns is one of the most challenging parts of translator's work, and every translator faces the problem of whether he/she should (not) use transference or go with different translation procedur. Simply, PNs are not like other translated words which can be easily found in a dictionary. The translation is especially complicated since PNs usually have various references indicating sex, age, geographical origin, history, specific meaning, playfulness of language and cultural connotations.



- “Connotation is additional meaning which a lexical item acquires beyond its primary, referential meaning. The overall meaning of an expression in context is compounded of the literal meaning of the expression plus its connotative overtones” (Knittlová 1995: 129).

Translating PNs is not an easy issue, it requires a complex analysis of cultural context both in the SL and TL. It is difficult for translators to find a satisfactory solution as a result. This is an area where the translator can really exhibit his creative abilities. To apply this information, it is clear, that translators must be familiar with culture of both languages.

As noted by Garcés (2003), in literary works, PNs are used for characterization especially in the books intended for children and she suggests that names cannot only have metaphorical meaning or some allusions produced, but also have phonological effect, alliteration or anagram in a text (122) (Garcés: <http://www.uab.cat/bib/> Accessed July, 2 2012).

A good point concerning readability is that names have to be well memorable if they are to fulfill their function and it means that a name must have a certain uniqueness in context and is different in comparison with other names. In order to make the name memorable to the target audience, translators have to usually know how to deal with foreign names in accordance with the phonological and orthographic conventions. Therefore, they use different kinds of methods and procedures that are connected with semantic, semiotic and sound symbolic meanings.

“... as a reader the translator first needs to differentiate between the various possible senses of the ST term as a step towards identifying the appropriate TL equivalent” (Hatim and Munday 2004: 35).

## **4.5 Procedure choices in translating PNs**

A variety of translation procedures have been proposed by different translation theorists, including Peter Newmark, Jean-Paul Vinay and Jean Darbelnet and Lincoln Fernandes. All of them use different classification or even different terms to label their procedures but, of course, they are very similar. According to Newmark's theory (1998), people's names should not be translated when their names have no connotation in the text; however he also pointed out that regarding names that have connotation in the imaginative literature like in comedies, allegories, fairy tales and some children's stories, procedure of translation should be taken into an account and PNs should be first translated into TL, then naturalized into a new PNs. He also adds that names of known saints, monarchs, and popes known in the translated form in the TL should be translated (214-215).

PNs are generally phonologically modified or borrowed, with some phonetic adjustments due to difference between the SL and the TL to get as close as possible to the SL.

## **5 Phenomenon Harry Potter**

### **5.1 Harry Potter books**

Although the phenomenon Harry Potter was initially written for the British and American culture industry, the books were soon translated into almost seventy languages including Czech language. Because the Harry Potter books are full of neologisms and comic symbolic names, they have gained immense popularity, critical acclaim and commercial success worldwide. The books were initially targeted for children audience, but as the time went, Harry Potter has won not only hearts of children, but also the adult one.

The series consist of seven books, and they are “Harry Potter and the Philosopher's Stone” - “Harry Potter a Kámen mudrců”, “Harry Potter and the Chamber of Secrets” - “Harry Potter a Tajemná komnata”, “Harry Potter and the Prisoner of Azkaban” - “Harry Potter a Vězeň z Azkabanu”, “Harry Potter and the Goblet of Fire” - “Harry Potter a Ohnivý pohár”, “Harry Potter and the Order of the Phoenix” - “Harry Potter a Fénixův řád”, “Harry Potter and the Half-Blood Prince” - “Harry Potter a Princ dvojí krve” and “Harry Potter and the Deathly Hallows” - “Harry Potter a Relikvie smrti”.

### **5.2 Joanne Kathleen Rowling**

Joanne Kathleen Rowling was born on 31 July 1965 in Yate, Gloucestershire, England. When she was six years old, she started to write fantasy stories which she would usually read to her sister. In 1990, while travelling on train from Manchester to London, she came up with the idea of a name Harry Potter – a boy who learns to

be a magician. First of seven books, *Harry Potter and Philosopher's Stone*, was published in 1997 by Bloomsbury. J.K. Rowling's life has completely changed, she is known as a woman who wrote herself from poverty to a group of multi-millionaires.

### **5.3 Brothers Pavel and Vladimír Medek**

The official translation of Harry Potter books and films was done by brothers Pavel and Vladimír Medek, published by Albatros. Medeks' translations are very popular and highly thought of not only by the readers, but also in the literary circles. According to Musilová (2008) "publisher Albatros hit the jackpot for choosing brothers Pavel and Vladimír Medek. They translated all seven books masterly and were able to solve the progressive change in the storytelling from "naive" child books to thriller for adults"<sup>(3)</sup>. (Musilová: <http://www.kultura.idnes.cz> Accessed July 2, 2012). All Harry Potter books were translated within five years.

Vladimír Medek was born in 1940 in Pardubice. He studied at University of Economics in Prague. His first translation was published at the end of 1960s and since then he has translated many books from writers like Gabriel García Márquez, Julio Cortázar, Carlos Fuentes etc. He also published collection of poetry and fairy-tales. He was the first and only translator who got a chance to translate Harry Potter books, later on he invited his brother Pavel to help him out because Albatros tried to catch up with the rest of the books. Vladimír Medek translated the first, second and fourth book as "Harry Potter a Kámen mudrců", "Harry Potter a Tajemná komnata" and "Harry Potter a Ohnivý pohár".

Pavel Medek was born in 1952 and also, like his brother, studied at University of Economics in Prague. He works not only as a translator, but also in a foreign trade business. He translated more than 60 books, mainly art and professional literature. Pavel is considered to be the more famous and more visible one from the brothers and that is probably why he was asked to do dubbing for Harry Potter movies. He also gave several interviews for newspapers, magazines, radio station and the TV show. Pavel translated the third, fifth, sixth and seventh book as “Harry Potter a Vězeň z Azkabanu”, “Harry Potter a Fénixův řád”, “Harry Potter a Princ dvojí krve” and “Harry Potter a Relikvie smrti”.

#### **5.4 Pavel Medek objectives on Harry Potter**

In one of the many interviews, which was published on the internet pages, Pavel Medek answers the question, which parts were the most difficult in translating Harry Potter books:

“I try to transfer expressions consistently into the Czech language, which have some meaning and connotation. German and Slovak translation leave the expressions as they are, Hogwarts is Hogwarts and no Bradavice. I think it is a dumb idea. Harry Potter books are mainly intended for children and it should be easy to understand them”<sup>(4)</sup> (Medek: <http://hptonksnova.estranky.cz> Accessed July 2, 2012).

Pavel Medek was invited to the show Uvolněte se, prosím (aired in 2007), in which he gave a short interview about translating Harry Potter. The interview was focused on translation of neologism, which occurs in profusion in every Harry Potter book. He also explained his technique about creating proper Czech name equivalents.

It was clearly demonstrated on the new word “Dementor” - “Mozkomor”, which is one of the most feared creatures in the wizard world and feeds off human happiness and causes depression. This expression started to be used in politics, where the politics name each other with it. Pavel Medek adds that he was very glad to hear that his word became so useful.

In the interview for ABC magazine, which was focused on translation of neologisms and proper names in Harry Potter books, Pavel Medek says:

“I always try to find the origin of the word and the Czech equivalent. Brumbál is a Czech archaic expression, which stands for čmelák, same as Dumbledore in English. With some words like McGonagallová, you cannot do anything, but the expressions, which can be translated, should be translated”<sup>(5)</sup>  
(Medek: <http://abc.blesk.cz> Accessed July 2, 2012).

The words, which have no meaning, Pavel Medek reacts:

“In the sixth book of Harry Potter there was a big problem with the expression viteál, or Horcrux. I went through all the dictionaries, and the word does not mean anything really. I tried all kinds of possibilities. I wanted the word to be connected with life, since it includes fragment of life and soul. I used the Latin word for “life”-“vita”. I really like the result of the word”<sup>(6)</sup>  
(Medek: <http://abc.blesk.cz> Accessed July 2, 2012).

Pavel and Vladimír Medek created special Harry Potter dictionary. They also have a common electronic dictionary, in which they add new expressions from books they are translating.

Pavel Medek was fully occupied with translation of Harry Potter books. In the interview for Český rozhlas he explained his feelings why Harry Potter became such a phenomenon:

“Well, if you read the book, you understand why. It is an amazing book and well written. It is the combination of a wizardry and real world. So you think, everything can actually happen and one day, it will be you, who receives a letter and you will be going to Hogwarts. That is why I think, that this is what makes the book real” (Medek: <http://www.radio.cz> Accessed July 2, 2012).

In the interview for PotterHarry.net Pavel Medek describes his translation technique and states how many pages he translated a day.

“Range of daily work differs by the character of the text. Sometimes I translate five pages a day and sometimes twenty pages a day. I consult the technical terms with other consultants, but the truth is, my main consultant is the internet. You can find there nearly everything. I consult the linguistic and stylistic form with my wife since she studied the Czech language”<sup>(7)</sup>.

And how do you proceed to the final version?

“I usually go back through the text and do small changes, so the first chapters change a lot. When I finish the translation, I go through the text one more time and after my wife’s correction, I print the final version”<sup>(8)</sup>  
(Medek: <http://www.potterharry.net> Accessed July 2, 2012).

## **II. EMPIRICAL PART**

### **1 Introduction**

My empirical part, an analysis, is based on the translation of PNs in English fiction. Firstly, what I needed to do was to collect data, PNs. Because I am a big fan of Harry Potter books, I decided to choose PNs from them. PNs are just one of many features that make the books original, emotive and intriguing. There are so many PNs that could be used, but there is a large number of them. I went through all fourteen books (7 English and 7 Czech) and I chose the ones, which were repeatedly mentioned in the books and in the interviews.

Secondly, I established six categories for my analysis, based on Newmark's theory, including transference, naturalization, category based on similarities, substitution, calque and neologisms. Category based on similarities includes procedures, such as literal translation, synonymy and adaptation. All of them are very similar and do not need to be mentioned separately. After all, every category will be separately summarized.

Thirdly, after I collected data, I tried to find the etymology of collected PNs and divide them according to the translation procedure. "Etymology is a branch of linguistics that studies the origin of words" (<http://thefreedictionary.com> Accessed July 2, 2012).

At the end of my empirical part I will provide summary of translation procedures used on translation of PNs.



## 2 Analysis

Based on mentioned procedures in the third chapter, I established six categories, which I will use for the analysis. The analysis consists of transference, naturalization, category based on similarities including literal translation, synonymy and adaptation, substitution, calque and neologisms.

### 2.1 Transference

As it was already mentioned, transference is the process of transferring a SL word into a TL word without translating it at all. In other words we are talking about transcription, borrowing or copy.

Transference is used a lot in the fictional world of literature and mainly in the books intended for adult readers. Occurrence of PNs with connotative function prevails in the children literature and those names are almost always translated. However, even though the Harry Potter books are intended for children, a large number of names keeps its English form in the Czech translation.

This category includes translation of anthroponyms, for instance, names of main characters, students, professors, family members, names of ghosts and mythological creatures; and zoonyms.

**Chart 1: Transference**

	<b>Original translation</b>	<b>Translation</b>
<b>Anthropomyns</b>	Harry Potter	Harry Potter
	Ron Weasley	Ron Weasley
	Rubeus Hagrid	Rubeus Hagrid
	Draco Malfoy	Draco Malfoy
	Lucius Malfoy	Lucius Malfoy
	Voldemort	Voldemort

	<b>Original translation</b>	<b>Translation</b>
<b>Anthroponyms</b>	Sirius Black	Sirius Black
	Severus Snape	Severus Snape
<b>Ghost and mythological creature names</b>	Agrippa	Agrippa
	Morgana	Morgana
	Merlin	Merlin
<b>Zoonyms</b>	Norbert	Norbert
	Firenze	Firenze
	Ronan	Ronan
<b>Plant name</b>	Mandragora	Mandragora

### **2.1.1 Summary of transference**

Transference is the most widely used translation procedure when dealing with PNs. PNs that carry no meaning are used for labeling and identifying certain people, animals etc., they are left untranslated. The unity of culture and location is maintained. This procedure cannot be used with names which carry some meaning. Even though there are no changes in the spelling, we still might note differences in pronunciation between the Czech and English language.

### **2.2 Naturalization**

Naturalization implies the adaptation of the SL word to the pronunciation of the TL word. This procedure occurs very often and demands only minor changes in the translation. The first name stays almost the same, with just different spelling and the suffix “- **ová**” is usually added to the female surnames.

**Chart 2: Naturalization**

	<b>Original expression</b>	<b>Translation</b>
<b>Anthropomyns</b>	Hermione Granger	Hermiona Grangerová
	Nymphadora Tonks	Nymfadora Tonksová
	Bertha Jorkins	Berta Jorkinsová
	Minerva McGonagall	Minerva McGonagallová
	Dolores Umbridge	Dolores Umbridgeová
	Bathilda Bagshot	Batylda Bagshotová
	Cornelius Agrippa	Kornelius Agrippa
	Billy	Bill
	Vindictus	Vindict
	Ptolemy	Ptolemaius
<b>Zoonyms</b>	Mrs. Norris	Paní Norrisová
	Hedwig	Hedvik

### **2.2.1 Summary of naturalization**

Naturalization is used very frequently, usually for adapting names to the TL. We have on mind mainly female surnames, where the suffix “- ová” is added, it indicates the character’s sex; shortening and lengthening words, and the letter change of **c** to **k**.

### **2.3 Category based on similarities**

Category based on similarities includes procedures, which are very similar and do not need to be mentioned separately. It includes literal translation, synonymy and adaptation. They are basic translational procedures, where the grammatical structure and individual words of the SL are converted into the nearest TL equivalents.

### 2.3.1 Literal translation

Chart 3: Literal translation

	Original expression	Translation
<b>Anthroponyms</b>	Albus Dumbledore	Albus Brumbál
	Luna Lovegood	Lenka Láskorádová
	Moaning Myrtle	Ufňukaná Uršula
	You-Know-Who	Vy-víte-kdo
	Kreacher	Krátura
<b>GhostNames</b>	The Fat Lady	Buclatá dáma
	The Bloody Baron	Krvavý Baron
	Nearly Headless Nick	Skoro bezhlavý Nick
<b>Toponyms</b>	Privet Drive	Zobí ulice
	Godric's Hollow	Godrikův důl
	Diagon Alley	Příčná ulice
	The Forbidden Forest	Zapovězený les
	The Leaky Cauldron	Děravý kotel
<b>Zoonyms</b>	Mr. Paws	Tlapka
	Fang	Tesák
	Fluffy	Chloupek
<b>Chrematonyms</b>	Fainting Fancies	Omdlévací oplatky

#### Anthropomyns

##### Albus Dumbledore - “Albus Brumbál”

Albus Dumbledore is the headmaster of the wizardry school Hogwarts.

His first name Albus means white in Latin, where the color characterizes not just his image, but also his purity. His last name Dumbledore is an archaic English expression for "bumblebee" - “čmelák”, “Brumbál” is a Czech archaic expression, which also stands for “čmelák”. As J.K. Rowling says “it seemed to suit

the headmaster, because one of his passions is music and I imagined him walking around humming to himself” (Rowling: <http://fanfiction.net> Accessed July 2, 2012).

### **Luna Lovegood - “Lenka Láskorádová”**

Luna is a Ravenclaw student at Hogwarts, where she was given a nickname Loony. Luna, as a character, is a bit weird and lunatic. It is why her first name in Czech “Lenka” rhymes with “Střelenka”. Her last name Lovegood is a compound of two words “love” - “láska” and “good” - “dobrý, laskavý”. The expression “Lenka Láskorádová” is kept in the alliterative form.

### **Moaning Myrtle - “Ufňukaná Uršula”**

Moaning Myrtle is a ghost that haunts the girl’s toilet and was killed by a basilisk. Moaning Myrtle was translated as “Ufňukaná Uršula” and since the author translated “moaning” as “ufňukaná” and wanted to keep the alliterative form, he translated “Myrtle” as “Uršula”. The expression “moaning” originally means “sténat, naříkat”.

### **Kreacher - “Krátura”**

Kreacher was a house-elf, who served the Black family. After Sirius Black died, he was left to Harry Potter.

Kreacher was translated as “Krátura”, where the “kreacher” is homophones with “creature” and it is similar in the Czech language as well. “Krátura” is semi- homophones with the word “kreatura”.

## **Toponyms**

### **Privet Drive - “Zobí ulice”**

Privet Drive is the street address of the home owned by Vernon and Petunia Dursley, where Harry Potter was put as a baby after the murder of his parents.

The word “privet” means “ptačí zob” and was reworded to “zobí”, word “drive” typically stands for “ulice” or “příjezdová cesta”.

### **Godric’s Hollow - “Godrikův důl”**

Godric's Hollow is a village in the West Country of England, it is a place, where Harry Potter's parents lived and were killed when he was a baby, and Voldemort suffered his first defeat.

Godric’s Hollow was translated as “Godrikův důl”, where the expression “godric’s” stays the same but was naturalized, and “hollow” means “roklina, díra”.

### **Diagon Alley - “Příčná ulice”**

Diagon Alley is a fictional street located in London, with the access to the wizardry world and hidden from muggles.

Diagon Alley is a homophone made of the expression “diagonally” - “úhlopříčně”.

The Czech translation “Příčná ulice” is based on the meaning of the homophone.

### **The Forbidden Forest - “Zapovězený les”**

The Forbidden Forest lies on the borders of the Hogwarts School and, as the name says, is strictly off limits to students.

The Forbidden Forest was translated as “Zapovězený les”, where the expression “forbidden” means “zakázaný, nepřístupný” and “forest” means “les”.

### **The Leaky Cauldron - “Děravý kotel”**

The Leaky Cauldron is a pub and inn for wizards in London and it is the entrance to Diagon Alley.

The Leaky Cauldron was translated as “Děravý kotel”, where the expression “leaky” means “děravý, zatékající” and “cauldron” means “kotel”.

### **Chrematonyms**

#### **Fainting Fancies - “Omdlévací oplatky”**

Fainting Fancies is a type of sweet made by Fred and George Weasley. As the title suggests, it makes the eater faint within seconds of eating it.

Fainting Fancies was translated as “Omdlévací oplatky” and since the author translated “fainting” as “omdlévací” and wanted to keep the alliterative form, he translated “fancies” as “oplatky.”

## **2.3.2 Synonymy**

**Chart 4:** Synonymy

	<b>Original expression</b>	<b>Translation</b>
<b>Anthroponyms</b>	Cornelius Fudge	Kornelius Popletal
	Dedalus Diggle	Dedalus Kopál

## **Anthropomyns**

### **Cornelius Fudge - “Kornelius Popletal”**

Cornelius Oswald Fudge is a Minister of Magic in Britain.

His first name Cornelius was translated by naturalization as “Kornelius”. The translator decided to change his last name “Fudge” as “Popletal”, so that it described the character. The expression “fudge” means “mluvit nesmysly, zmatenost” and the surname was mostly invented from the meaning of the root of the original word.

### **Dedalus Diggle - “Dedalus Kopál”**

Dedalus Diggle was a member of the Order of the Phoenix who fought against Lord Voldemort.

His last name Diggle was mostly invented from the meaning of the root of the original word “dig” – “kopat”.

## **2.3.3 Adaptation**

**Chart 5:** Adaptation

	<b>Original expression</b>	<b>Translation</b>
<b>Anthroponyms</b>	Filius Flitwick	Filius Kratiknot
	Hengist Woodcroft	Hengist Zálesák
<b>Toponyms</b>	Hogsmeade Village	Prasinky
<b>Chrematonyms</b>	Fizzing Whizzbee	Šumivé bzučivky
	Golden Snitch	Zlatonka
	Sorting Hat	Moudrý klobouk
<b>Plant name</b>	Gillyweed	Žaberník



## **Anthroponyms**

### **Filius Flitwick - “Filius Kratiknot”**

Professor Filius Flitwick is the charms professor and he is also the head of the Ravenclaw house in Hogwarts.

His last name Flitwick consists of 2 words, “flit” and “wick”, and could be freely translated as “knot, který dohasíná”. The Czech equivalent “Kratiknot” is partially based on the semantic similarity. Nevertheless, the precise pun of the original surname does not exist in the Czech language, so the surname was adapted.

### **Hengist Woodcroft - “Hengist Zálesák”**

Hengist Woodcroft was a medieval wizard and the founder of the village of Hogsmeade in Scotland.

His last name Woodcroft consists of 2 words, “wood” and “croft”, and could be freely translated as “dřevo, les” and “políčko”. The surname “Zálesák” was freely adapted

## **Toponyms**

### **Hogsmeade Village - “Prasinky”**

Hogsmeade Village is the only wizardry village in Britain.

We can only assume that the name Hogsmeade consists of 2 words, “hog” and “mead”, and could be freely translated as “prase, vepř” and “medovina”, which refines the “hog” - “prase, vepř” and makes it more diminutive. The Czech equivalent “Prasinky” was invented.

## **Chrematonyms**

### **Fizzing Whizzbee - “Šumivé bzučivky”**

Fizzing Whizzbee is a type of sweet made by Queenbee. They are large sherbet balls, which cause a person who sucks on them float a few centimeters off the ground.

The expression Whizzbee consists of 2 words, “whizz” and “bee”, and could be freely translated as “(pro)svištět, (pro)fičet, (pro)frčet” and “včela”, and as we know “včela bzučí”, therefore the Czech equivalent “Šumivé bzučivky” originated.

### **Golden Snitch - “Zlatonka”**

The Golden Snitch is a small golden ball with the wings. It moves very fast around the Quidditch field.

The expression “snitch” was formed from another expression “snidget”, it used to be an extraordinary fast bird with very long thin beak and shiny red eyes. The Golden Snitch replaced the bird because of its almost extinction.

The Czech expression “Zlatonka” was invented on the basis of the color of the ball. It is also a newly coined word.

### **Sorting Hat - “Moudrý klobouk”**

The Sorting Hat is a magical artefact that determines to which school house is each of new students going to be assigned.

The Sorting Hat was translated as “Moudrý klobouk”. The original expression “sorting” stands for “třídění, zařazení”; however the Czech equivalent was clarified by the context and adapted according to the characteristics of the hat. The Sorting Hat is always making the right decisions.

## Plant name

### Gillyweed - “Žaberník”

Gillyweed is a magical native plant, when eaten one grows gills and webs between the fingers and toes. The expression Gillyweed consists of 2 words, “gill” and “weed”, and could be freely translated as “žábry” and “plevel, mořské řasy”, the Czech equivalent “Žaberník” was adapted. It is also a newly coined word.

### 2.3.4 Summary of category based on similarities

Generally, literary translation, synonymy and adaptation, are used in the case, when the PNs carry some meaning and needs to be brought closer to the reader. PNs seem to have descriptive and meaningful element in them. It can be either literal translation or translation based on the meaning of the original word while the translation is adapted to the same meaning in the TL. In many cases Vladimír and Pavel Medek tried to keep its alliterative form.

## 2.4 Substitution

Substitution is a procedure where we replace SL name with TL name even though they are not semantically related.

**Chart 6:** Substitution

	Original expression	Translation
Zoonyms	Scabbers	Prašivka
	Mr. Tibbles	Mindy

## Zoonyms

### Scabbers - “Prašivka”

Scabbers is Ron Weasley's pet rat, known as Peter Pettigrew. Peter Pettigrew was the one, who betrayed James, Lily and Harry to Lord Voldemort. After Voldemort's defeat, he lived in his animagus form as the rat, Scabbers.

I believe the name “Prašivka” was invented because of the things, he did as a human.

### Mr. Tibbles - “Mindy”

Mr. Tibbles is a cat owned by Arabella Figg.

Mr. Tibbles was substituted by the name “Mindy”. It is a typical cat name.

## 2.4.1 Summary of substitution

Substitution is used, when there is no SL pun equivalent in the TL and therefore, must be replaced with a different pun. This procedure is based on the TL and target culture and thus, tries to find semantic equivalents, meaning of a component and some compensation.

## 2.5 Calque

Calque is a procedure, which is based on the literal translation, such as common collocations, names of organizations etc. “It is a phrase borrowed from another language.” (Bosco: <http://interproinc.com> Accessed July 2, 2012).

Chart 7: Calque

	Original expression	Translation
Toponyms	Beauxbatons	Krásnohůlky
Zoonyms	Crookshanks	Křivonožka

## **Toponyms**

### **Beauxbatons - “Krásnohůlky”**

Beauxbatons is the name of a French school of magic.

The word Beauxbatons consists of two French words, “beaux” and “batons”, where “beaux” means “krásný, ušlechtilý” and “batons” means “hůlky”, in this case we have on mind magic wands. The meaning of the word “krásný” - “beautiful” is only visual. It can be said that the French touch is missing. The Czech equivalent “Krásnohůlky” originated.

## **Zoonyms**

### **Crookshanks - “Křivonožka”**

Crookshanks is Hermione Granger's pet cat.

Crookshanks consists of 2 words, “crook” and “shank”, and could be translated as “křivák” and “nohy”, the Czech equivalent “Křivonožka” was invented.

### **2.5.1 Summary of calque**

The procedure calque is used for creation of words or phrases in the Czech language. It copies the structure of lexical unit from the SL and it means substitution of morphemes for their equivalents.

## **2.6 Neologisms**

Neologisms, newly coined words, are invented with regard to the original words, context and cultural background of the story.

The category of neologisms includes several groups, Hogwarts Houses, magical spells, Quidditch and other neologisms.

## 2.6.1 Hogwarts Houses

Hogwarts school is divided into four houses Gryffindor, Slytherin, Ravenclaw and Hufflepuff.

**Chart 8:** Hogwarts Houses

	<b>Original expression</b>	<b>Translation</b>
<b>Anthroponyms</b>	Godric Gryffindor	Godrik Nebelvír
	Salazar Slytherin	Salazar Zmijozel
	Rowena Ravenclaw	Rowena z Havraspáru
	Helga Hufflepuff	Helga z Mrzimoru

### **Anthroponyms**

#### **Godric Gryffindor - “Godrik Nebelvír”**

Godric Gryffindor was a wizard of medieval times and a founder of the house Gryffindor.

Last name Gryffindor is a French word, which stands for “Griffin d’or” and means “zlatý gryf”. Gryf is a mythical creature with the body of lion and the head, wings and legs of an eagle. Griffin is the symbol of domination not just over the ground, but also over heaven. He used to be the guardian and patron from evil. Because this book was intended for children’s readers, Vladimír Medek tried to get closer to the original meaning and divided the word in two parts as “nebe” and “lev”. A new Czech word “Nebelvír” was invented.

#### **Salazar Slytherin - “Salazar Zmijozel”**

Salazar Slytherin was a pure-blood wizard of medieval times and a founder of the house Slytherin. His best friend was Godric Gryffindor.

Last name Slytherin is probably combination of two words “sly” – “Istivý, mazaný” and “slythering” – “plazící se”. The house Slytherin has a snake and toxic green color in his coat of arms. A new Czech word “Zmijozel” was invented and it refers to both the snake and insidiousness.

### **Rowena Ravenclaw - “Rowena z Havraspáru”**

Rowena Ravenclaw was a witch of medieval times and a founder of the house Ravenclaw.

Last name Ravenclaw consists of 2 words, “raven” and “claw”, and could be translated as “havran” and “dráp, spár”, the Czech equivalent “Havraspár” originated.

### **Helga Hufflepuff - “Helga z Mrzimoru”**

Helga Hufflepuff was a witch of medieval times and a founder of the house Hufflepuff.

Even though Hufflepuff consists of 2 words “huff” and “puff”, Vladimír Medek decided to work only with the word “huff” – “zlost, zlobit se” and invented new word “Mrzimor”.

## **2.6.2 Magical spells**

This was already mentioned in previous chapters, invented words are extremely difficult to translate, especially the ones invented by Rowling’s imagination, she uses irony, satire, wordplay and folklore. Many of the spells are inspired by Latin.

**Chart 9:** Magical spells

	<b>Original expression</b>	<b>Translation</b>
<b>Magical spells</b>	Impervius	Repellentus
	Scourgify	Pulírexo
	Muffliato	Ševelissimo
	Stupefy	Mdloby na vás

### **Magical spells**

#### **Impervius - “Repellentus”**

Impervius is a Latin word, nevertheless it is also an English word, which means incapable of being influenced, “odolný, nepřístupný”. This spell was used on Harry’s glasses during a Quidditch match to repel water.

New invented word “Repellentus” was invented from the root of the word “repelent”, which is chemical substance to repel an insect, and lastly it was foreignized.

#### **Scourgify - “Pulírexo”**

Scourgify is a spell used to clean an object.

Scourgify is related to an English word with its root “scour”, which means “(vy)drhnout, vymést”, and a common English suffix “-ify” was added to the root with the meaning “to make...” We can associate it with the Czech expression “vypulírovat”. New invented word “Pulírexo” was foreignized.

#### **Muffliato - “Ševelissimo”**

Muffliato is a spell that fills the room with a buzzing to provide a private environment for a conversation.



The existing word “muff” means “protection against noise”. New invented word “Ševelissimo” is based on the Czech word “švelit”, which means “šumět” - “to make it difficult to understand through the buzzing” and lastly the expression was foreignized.

### **Stupefy - “Mdloby na tebe”**

Stupefy is a spell that renders a victim unconscious.

“Stupefy” is an English word, which means “to make dull or stupid”- “omráčit, ohromit”.

Spell “Mdloby na tebe” is clarified by the context. For further explanation, I believe, that the translator tried to describe the spell as close as possible to the target, children’s, audience.

### **2.6.3 Quidditch**

Quidditch is a sport created by British author J.K. Rowling. It is an extremely rough, but very popular sport, which is played by wizards and witches around the world.

**Chart 10:** Quidditch

	<b>Original expression</b>	<b>Translation</b>
<b>Quidditch</b>	Quidditch	Famfrpál
	Quaffle	Camrál
	Bludger	Potlouk

## **Quidditch**

### **Quidditch - “Famfrpál”**

Quidditch is a wizardry sport played on broomsticks. The game is played by two teams of seven people and it involves four balls.

The expression Quidditch does not have any specific meaning so Vladimír Medek had to use his own imagination and inventiveness. From the morphological point of view is “famfrpál” divided into three syllables. The last syllable from famfrpál was formed from the verb “pálit”, where the players throw balls on each other. The middle syllable is formed by the interjection “fr”, which imitates the flight direction of the individual players and the first syllable “fam” was just used from the onomatopoeic point of view.

### **Quaffle - “Camrál”**

A quaffle is a red ball of spherical shape used in Quidditch.

The expression Quaffle does not have any specific meaning and features, so it is hard to say, how the word was invented.

### **Bludger - “Potlouk”**

A bludger is black round ball used in Quidditch.

The expression bludger is derived from the verb “bludgeon” – “tlouci” and Czech equivalent “Potlouk” was invented from its characteristic features.

## 2.6.4 Other neologisms

Category of other neologisms includes anthroponyms and chrematonyms.

**Chart 11:** Other neologisms

	Original expression	Translation
<b>Anthroponyms</b>	Muggles	Mudlové
	Animagus	Zvěromág
	Dementor	Mozkomor
<b>Chrematonyms</b>	Horcrux	Viteál

### **Anthroponyms**

#### **Muggles - “Mudlové”**

Muggles are people who were born into a non-magical family and are incapable of magic.

The Czech equivalent “Mudlové” was invented on the basis of the sound.

#### **Animagus - “Zvěromág”**

An animagus is a wizard or witch capable of turning into a particular animal and back at will.

The expression “animagus” is a compound of “ani-” referring to “animal” - “zvíře” and “magus” - “mág”, which is a Latin word meaning "animal wizard".

#### **Dementor - “Mozkomor”**

A dementor is a soul-sucking creature, who feeds off human happiness and causes depression. They are the guards of the prison Azkaban.

The expression “Mozkomor” refers to the context. Dementors suck the “brain” - “mozek” from human beings. They are like the disease “plaque” - “mor”, with just a slight difference, they do not kill, they leave the person in a permanent vegetative state.

### **Horcrux - “Viteál”**

Horcrux is a dark magical object that holds a piece of a soul for the purpose of attaining immortality.

The expression “Horcrux” does not mean anything, and there is also no reference to Latin. As Pavel Medek says: “I wanted the word to be connected with life, since it includes fragment of life and soul” (Medek: <http://abc.blesk.cz> Accessed July 2, 2012). The Latin word for life is “vita” and from that Pavel Medek invented “Viteál”.

### 3 Summary of analysis

To summarize the analysis, I established three categories, in which I will discuss the most used procedures. Since my analysis is based on Peter Newmark's theory, I worked only with the procedures he provided. It is important to realize that several procedures overlapped and sometimes it was even impossible to recognize them, I tried to look at them from various angles. And even after that, it was hard to say, where the borderline actually lies.

#### 3.1 Summary of anthropomyns

For the translation of anthropomyns, transference and naturalization were mostly used. Other procedures such as literal translation, synonymy and neologisms were also often used.

Transference and naturalization were used for PNs that carried no meaning or were used for labeling and identifying certain people and animals etc.

On the other hand, PNs, which carried some meaning, were translated with procedures, such as literal translation and synonymy. There were also invented new words, neologisms.

**Chart 12:** Summary of anthropomyns

	<b>Original expression</b>	<b>Translation</b>
<b>Transference</b>	Harry Potter	Harry Potter
	Voldemort	Voldemort
<b>Naturalization</b>	Hermione Granger	Hermiona Grangerová
	Minerva McGonagall	Minerva McGonagallová

	Original expression	Translation
<b>Category based on similarities</b>	Albus Dumbledore	Albus Brumbál
	Cornelius Fudge	Kornelius Popletal
	Filius Flitwick	Filius Kratiknot
<b>Neologisms</b>	Godric Gryffindor	Godrik Nebelvír
	Salazar Slytherin	Salazar Zmijozel

### 3.2 Summary of toponyms

For the translation of toponyms, the following procedures were mostly used.

It includes literal translation, substitution and calque.

In this case of translating toponyms, the translator tried to find Czech equivalents and describe them as close as possible to the target, children's, audience.

Mentioned PNs usually carried deeper meaning and needed to be translated.

They also influenced the plot significantly, enhanced the story and attracted the readers.

**Chart 13:** Summary of toponyms

	Original expression	Translation
<b>Category based on similarities</b>	Privet Drive	Zobí ulice
	Godric's Hollow	Godrikův důl
	Diagon Alley	Příčná ulice
	The Forbidden Forest	Zapovězený les
<b>Substitution</b>	Hogsmeade Village	Prasinky
<b>Calque</b>	Beauxbatons	Krásnohůlky

### 3.3 Summary of other nouns

This last category of other nouns includes zoonyms, chrematonyms and plant names. All mentioned procedures were used including transference, naturalization,

category based on similarities, substitution, calque and there were also created new words. PNs, which did not carry any meaning and posed only as labels, were left untranslated, however, PNs, which carried some meaning, were translated and adapted closely for better comprehension of the Czech reader. In many cases Vladimír and Pavel Medek tried to keep its alliterative form.

**Chart 14:** Summary of other nouns

	<b>Original expression</b>	<b>Translation</b>
<b>Transference</b>	Norbert	Norbert
	Mandragora	Mandragora
<b>Naturalization</b>	Mrs. Norris	Paní Norrisová
	Hedwig	Hedvika
<b>Category based on similarities</b>	Fluffy	Chloupek
	Fainting Fancies	Omdlévací oplatky
	Gillyweed	Žaberník
	Golden Snitch	Zlatonka
	Fizzing Whizzbee	Šumivé bzučivky
<b>Substitution</b>	Scabbers	Prašivka
<b>Calque</b>	Crookshanks	Křivonožka
<b>Neologisms</b>	Quiddiditch	Famfrpál
	Horcrux	Viteál

### **III. CONCLUSION**

The main aim of my bachelor thesis was to analyze the translation of PNs in English fiction. At the beginning of this thesis I dealt with the theoretical background. Translation, as we know, is a transfer of a text from one language into another one. The main purpose of translation is to provide the same meaning of a text between the source text and target text. It is old as written literature. The oldest known works, such as the Sumerian Epic of Gilgamesh and the Bible, were translated into many languages. Later on translation became a branch of social science which set the process of translation and its methods and procedures.

The process of translation involves the translator's knowledge of both languages, creativity and ability to transfer the text into the target language. It also uses all kinds of methods and procedures. Individual translation methods differ from individual translation procedures. Methods are usually applied to a text as a whole; whereas procedures are used in the translation of individual expressions, such as PNs, neologisms and idioms etc. It is known that translation is a complex process which also includes potential problems in translation. Translation of neologisms, anagram and keeping the alliterative form depends on the translator's creativity and imagination.

Translation of PNs is one of the most challenging parts of translator's work. PN is a specific name of a place, person, animal or thing. It covers several categories, such as anthroponyms, zoonyms, plant names, toponyms and chrematonyms. Since PNs have to be well memorable and have a certain uniqueness, it is an area where the translator can exhibit his creative abilities.



Phenomenon Harry Potter, written by J.K. Rowling and translated by brothers Pavel and Vladimír Medek gained immense popularity, critical acclaim and commercial success worldwide. The books were initially written for the British and American culture industry; nevertheless they were translated into almost seventy languages including Czech. Harry Potter, a boy who learns to be a magician, it is an idea worth of millions of dollars.

The main part, empirical part, is based on the comparison of the English and Czech expressions from the Harry Potter books. Firstly, after I collected data, PNs, I divided them into six established categories. Categories were established according to the translation procedure. The analysis is based on Newmark's theory. It includes transference, naturalization, category based on similarities, substitution, calque and neologisms. Category based on similarities includes procedures, such as literal translation, synonymy and adaptation. All of them are very similar and did not need to be mentioned separately. The charts are divided according to the PNs, anthroponyms, toponyms, zoonyms, chrematonyms and plant names. It is important to realize that several procedures overlapped and sometimes it was even impossible to recognize them, I tried to look at them from various angles. And even after that, it was hard to say, where the borderline actually lies. Based on the analysis we can assume that transference and naturalization is used with PNs that carry no meaning and are used only for labeling and identifying certain people, animals etc. Therefore, they are left untranslated. Literal translation, synonymy and adaptation are procedures, which were used with PNs, that carried some meaning, and the meaning itself was adapted in the TL. In many cases Vladimír and Pavel Medek also tried to keep its alliterative form. Substitution was used with the PNs where there was no TL

equivalent and thus, these procedures try to find semantic equivalent, meaning of a component, and some compensation. Calque is a procedure which involves creation of words and phrases. It copies the structure of lexical unit from the SL and substitutes morphemes for their equivalents. Neologisms was invented with regard to the original words, context and cultural background of the story. The most interesting cases were those, where Pavel and Vladimír Medek had to use their imagination and creativity to find suitable counterparts for the words without its equivalent. Since the creation of neologisms has subjective character and always depends on the translator, how he/she decides to translate it, I tried to do my own analysis. Lastly, I summarized the analysis.

Since I read all the Harry Potter books and was fascinated by the new words and names, I chose to base my analysis on them. It was interesting to see how the translators dealt with the translation of problematic words and names. I believe the Czech Harry Potter series has its own personal face and was translated very well. To achieve this, Pavel and Vladimír Medek applied some of the translational methods and procedures. Nevertheless, they also invented newly coined words, which became useful in everyday life.

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## V. APPENDIX

### Citations from Czech sources

- (1) “Překládání je sdělování. Přesně řečeno, překladatel dešifruje sdělení, které je obsaženo v textu původního autora a přeformulovává je do svého jazyka”.
- (2) “... hlavním cílem překladatele je překonat bariéry mezi dvěma různými kulturami”.
- (3) “Nakladatelství Albatros se zkrátka volbou překladatele Pavla Medka trefilo do černého. Bratři Medkové nejenže přeložili všech sedm románů mistrovsky, ale také dokázali zachytit postupnou proměnu vypravěčského stylu od "naivní"dětské knihy až po thriller pro dospělé”
- (4) “Důsledně se snažím do češtiny převádět výrazy, které mají nějaký význam a konotaci. Německé, slovenské překlady na to kašlou a ponechávají originál: Hogwarts jsou Hogwarts, žádné Bradavice. Připadá mi to hloupé. Harry Potter je přece literatura určená hlavně dětem a měla by jim být i srozumitelná”.
- (5) “Snažím se vždycky najít původ a český ekvivalent. Brumbál je staročeské slovo pro čmeláka, stejně jako dumbledore anglické. S některými slovy, jako je Mc Gonagallová, prostě nic nenaděláte, ale ta, která přeložit jdou, by se rozhodně přeložit měla”.
- (6) “V šestém dílu byl velký problém s viteály, neboli horcrux. Prošel jsem všechny slovníky, a to opravdu, ale opravdu neznamená nic. Zkoušel jsem všechny možné varianty. Chtěl jsem, aby to mělo něco

společného s životem, tak jsem vyšel z latinského označení pro život. Výsledek se mi líbí.”

- (7) “Rozsah denní práce je dost různý podle charakteru textu, někdy přeložím za celý den pět stran, někdy i kolem dvaceti. Konzultuji především různé odborné termíny a konzultantů z mnoha branží jsem si za léta nashromáždil několik, pravda ovšem je, že v posledních letech se v hlavního konzultanta proměnil internet. Tam lze s trochou trpělivosti najít skoro všechno. Po stránce jazykové a stylistické je mou první konzultantkou a korektorkou manželka jakožto absolventka češtiny na FF UK.
- (8) “Zejména u překladů většího rozsahu se k předchozímu textu průběžně vracím a různé drobnosti upravuji, takže první kapitoly často doznávají značných změn. Po dokončení překladu pak ještě jednou vše projdu a po manželčině korektuře se tiskne finální verze”.