Subject matter: Linguistic and Translation Analysis of English Film Names.

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ABSTRACT

The given research is devoted to studying and describing titles of English films and different approaches to their translation.

Films have become a part of cultural life and considered as an independent kind of art. The title is in a strong position of any film, the obligatory part which has the fixed place in the film. The title tasks as the first sign of the film are to draw attention of the viewer, to come into contact to it, to direct his or her expectations – the forecast.

In structure of the film the title possesses an essential role: it transfers in the concentrated form the basic theme or idea of film, carrying out the recreation, symbolising and estimated functions. The word set in title "run through" all film, connects it. There are different genres of films demanding different rules of translation. For adequate translation it’s necessary to take into account these peculiarities. The complexity of title translation consists in availability of the various means, which title makers use during creation of film titles, such as comparisons, metaphors, allusion etc.

In general the title translation may be considered as a separate kind of translation because it has the whole range of features, peculiarities and difficulties, which are not typical for other types of translation. Title translation is an uneasy job, an art, a creation of a talented, high-skilled professional.