

PECULIARITIES OF TRANSLATING CULTURAL REALIA IN J.K. ROWLING'S "HARRY POTTER AND THE PHILOSOPHER'S STONE"

The modern field of translation studies pays considerable attention to the problem of rendering culture-specific elements, as they shape the national identity of a text and often pose significant challenges in translation. This issue is particularly relevant in literary works of the fantasy genre, where real-world cultural references coexist with author-created fictional elements. The novel *Harry Potter and the Philosopher's Stone* contains a wide range of such elements, including British educational and everyday realia, as well as unique magical concepts.

The relevance of the research is determined by the need to identify effective ways of translating cultural realia while taking into account both linguistic and cultural factors. Inadequate translation of such elements may lead to the loss of semantic, stylistic, and cultural nuances of the source text.

The aim of the study is to analyse the strategies used to translate cultural realia in the Ukrainian version of the novel. To achieve this aim, the following objectives are set: to define the concept of cultural realia; to analyse their classification; to investigate the main translation strategies; and to determine the peculiarities of their application in the translation of the novel.

The theoretical framework of the study is based on the works of prominent scholars in translation studies, including Peter Newmark, Lawrence Venuti, Mona Baker, and Eithne Davies. Their research considers culture-specific items as elements deeply rooted in the source culture that require specific translation techniques.

The analysis shows that the translation of cultural realia in the novel involves a variety of strategies. One of the most commonly used is domestication, which involves adapting elements of the source text to the cultural context of the target audience. As Lawrence Venuti states, domestication is "an ethnocentric reduction of the foreign text to target-language cultural values" [5]. This approach is particularly effective in translating everyday realia. For example, the British term "jumper" is translated into Ukrainian as «свемп», making it more accessible for the target reader. At the same time, foreignization is applied to preserve the cultural specificity of the original text. Venuti defines it as a strategy that "registers the linguistic and cultural difference of the foreign text" [5]. This is evident in the preservation of proper names and magical terms, such as "Hogwarts" → «Горвогмс» and "Muggle" → «магл», which retain their original cultural flavour.

In addition, such techniques as borrowing, calquing, descriptive translation, semantic expansion, and cultural substitution are widely used. According to Peter Newmark, transference (borrowing) is "the process of transferring a source language word to a target language text" [4], while calque is defined as "a literal translation of a word or phrase" [4]. For instance, "Diagon Alley" is translated as «Косий провулок» through calquing, maintaining both structure and imagery. Descriptive translation is used to clarify unfamiliar concepts; for example, "Sorting Hat" is rendered as

«Сортувальний капелюх», which explains its function. As Mona Baker notes, one of the common strategies is “translation by paraphrase using related words” [6], which helps to deal with non-equivalence. Cultural substitution is applied when necessary to ensure comprehensibility, replacing a source-culture item with a more familiar equivalent in the target culture. These examples demonstrate that the translator combines multiple strategies depending on the type of realia and communicative context.

The results of the study indicate that effective translation of cultural realia requires a comprehensive approach that combines different strategies depending on the context. The choice of a particular strategy is influenced not only by linguistic factors but also by the genre of the text, its stylistic features, and the expectations of the target audience.

The practical significance of the research lies in the possibility of applying its results in translator training and in further studies on the translation of culture-specific items in literary texts.

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