

ABSTRACT

The subject matter of the qualification paper is specifics of translation of Chinese texts in the field of tourism.

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Topical Importance: The relevance of this problem is due, first, to the small number of studies devoted to the analysis of toponyms and their translation methods, since they contain information that in most cases can not be translated using a literal translation, and secondly, the translation of toponyms is particularly difficult due to the fact that the Chinese language has a different graphical system

Goals: analyze the features of translation of Chinese texts in the field of tourism

Tasks: To analyze the issues related to the problems of translation of names from Chinese language into Russian language;

- Study the available translation methods;
- To make analysis of Chinese texts;
- To identify the most common methods of translation of names from Chinese into Russian.

Theoretical value and practical applicability: The analysis of scientific literature has shown that the main ones are related to the cultural characteristics of countries, as well as characteristic manifestations in the field of grammar and phonetics. The use of hieroglyphics in Chinese is also a significant difficulty.

Results: In connection with the main objective of the study was reviewed by a number of basic methods of translation of names into Chinese. The second Chapter analyzes the texts and defines the use of translation methods. The analysis of

examples of toponyms translation has shown that translators use a variety of translation methods.

The main features and possible problems and difficulties that arise when translating toponyms using one or another method were also considered and analyzed.