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A comparative study of occasionalism translation in Russian and Kazakh languages: a case analysis of J.K. Rowling's "Harry Potter and the Philosopher's Stone"

This article presents a comparative analysis of English occasionalisms in J.K. Rowling's *Harry Potter and the Philosopher's Stone* and their translations into Kazakh and Russian. Occasionalisms — words coined by the author for a specific context — are a unique linguistic phenomenon that pose significant challenges for translators due to their novelty and lack of fixed equivalents. Successful translation of these neologisms demands not only linguistic competence but also creative flexibility in applying various translation strategies appropriate to the context. The study focuses on translations published by "Rosman" (2007) in Russian and "Steppe & World" (2022) in Kazakh. It explores the most frequently used techniques for rendering occasionalisms and examines how these choices affect the overall interpretation of the text. The analysis reveals that transliteration and transcription are the most commonly employed strategies in both translations. These methods often preserve the phonetic or visual features of the original terms, maintaining the whimsical and imaginative tone of the source text. To support the analysis, the article includes tables and charts that clearly illustrate the frequency and application of various translation techniques. It highlights similarities and differences between the English source text and its Russian and Kazakh counterparts, shedding light on how cultural and linguistic factors influence the translation process. The findings contribute meaningfully to the field of translation studies, particularly in the context of children's literature. They offer valuable insights into the challenges of translating creative language across diverse linguistic landscapes. Moreover, the research provides a useful foundation for future comparative studies involving English, Russian, and Kazakh translations, as well as practical guidance for translators working with imaginative and child-oriented texts.

Keywords: literary translation, occasionalism, translation methods, transliteration, descriptive translation.

Introduction

The most dynamic aspect of any language is its constantly evolving lexical structure. The creation of new words reflects the vitality of a language, its ability to convey all aspects of human knowledge, and its role in advancing civilization. There is currently a growing focus in linguistics on the concept of occasionality. Scholars researching language definitions are analyzing distinctive features that distinguish occasionalism from neologisms and models of occasionalism created by authors.

It is widely accepted that the author's unique language choices are fundamental in differentiating a work of art, wherein the author creates a fictional world and presents various realities while aiming to elicit specific emotions in the reader [1; 64]. Translating these unique language choices is extremely important and challenging due to their semantic and functional significance and the absence of direct equivalents in the target language. To address this challenge, translators often employ techniques such as transliteration and transcription to convey the original meaning and impact of these occasionalisms.

When analyzing the translation of a particular author's work, emphasis is placed on the author's distinctive style and linguistic characteristics. This focus is essential because words that reflect the author's originality are uniquely positioned in their works. Creative linguistic transformations create new words based on existing language principles, with occasional words being a prime example of such creativity.

Occasionalisms exemplify the evolving patterns in verbal systems and the creative potential of language. Occasionalism illustrates the evolution of patterns in the verbal system and the creative potential of language. The phenomenon was first introduced in 1957 by Feldman. In Kazakh linguistics, occasionalism has been referred to as "unexpected words" by Syzdykova and "author's new words or individual-author words" by Aldasheva. Translating occasionalisms is challenging because authors give them a new form and meaning. Semantically, occasionalisms may convey various meanings, such as moods, emotions, and the

relationship between a person and an object or thing [2; 28]. There is ongoing debate among scholars about correctly categorizing and translating occasionalisms; this issue has captured their attention.

The core novelty lies in its comparative approach to the translation of occasionalism. While studies have looked at occasionalism in individual languages, this research explicitly compares how it is translated from English into Kazakh and Russian. This three-way analysis provides a unique perspective on the challenges and strategies involved. The study delves beyond simply identifying translated occasionalisms. It explicitly aims to examine the distinct methods and strategies used in translating them into Russian and Kazakh. This focus on how the translation is achieved is novel and insightful. It builds upon existing research by providing concrete analysis of translation strategies and a cross-cultural perspective on the challenges of translating author-specific language innovations.

This study aims to investigate and compare the translation strategies employed for English-language occasionalisms into Kazakh and Russian, thereby shedding light on the challenges and approaches involved in preserving authorial intent, semantic nuances, and cultural context in the target languages. This comparative analysis will explore how translators navigate the complexities of rendering unique, author-created words in diverse linguistic and cultural landscapes.

The study's objectives are designed to go beyond identifying occasionalism and their translations:

– **Identification and Classification of Occasionalisms:** To identify and categorize examples of occasionalisms present in English-language literary works that are subsequently translated into Kazakh and Russian. This will involve establishing a corpus of relevant examples for analysis.

– **Analysis of Translation Strategies:** To systematically analyze the various translation strategies employed to render English occasionalisms into Kazakh and Russian. This will involve examining techniques such as transliteration, transcription, loan translation, adaptation, and semantic approximation.

– **Comparative Examination of Translation Techniques:** To comparatively examine the distinct methods and strategies used in translating occasionalisms from English into Kazakh versus those used in translating into Russian. This will identify similarities and differences in approach based on linguistic and cultural factors.

– **Evaluation of Semantic Nuance and Authorial Intent:** To assess how translation strategies effectively convey the semantic nuances, authorial intent, and emotional impact of the original occasionalism in the Kazakh and Russian target texts.

– **Analysis of the Influence of Cultural Context:** To explore how differences in cultural context between English, Kazakh, and Russian might influence the translation strategies adopted and their effectiveness in conveying the original meaning and artistic effect.

– **Contribution to Translation Studies:** To contribute to the broader field of translation studies by providing a comparative analysis of the translation of occasionalism across three languages, offering practical implications for future translations, and furthering the theoretical understanding of author-specific language innovations.

A Case Study: "Harry Potter and the Philosopher's Stone"

The extensive use of occasional words and phrases makes the novel "Harry Potter and the Philosopher's Stone" by J.K. Rowling an ideal choice for this research paper. The book has been translated into over 80 languages due to its global appeal. In Rowling's fantastical universe, distinctive and unique occasional words, phrases, and expressions challenge translators who must find culturally appropriate equivalents while maintaining the original intent and style. This research aims to compare the Russian and Kazakh translations of the book to offer a comprehensive assessment of how occasionalism is handled in each language, providing insights into broader translation techniques used.

Defining Occasionalism and Challenges in Translating

Gadzhieva explains that authors, poets, and commentators invent a specific type of new word called occasionalism (or unique creations by individual writers) to portray imagined ideas and concepts. These terms are crafted with considerable originality, drawing on the author's knowledge and the grammatical and vocabulary tools of their native language. This procedure employs diverse formal language strategies to produce unique linguistic phrases [3; 179].

In the realm of literature and translation, occasionalism presents unique challenges. A study by Csoninets examines the peculiarities of translating occasionalism, highlighting the complexities translators face when conveying these unique linguistic creations across languages [4]. The research underscores the necessity for translators to balance fidelity to the original text with the need to make occasionalism compre-

hensible and impactful in the target language. This involves a deep understanding of both the source and target languages and the cultural contexts that shape the use of such neologisms [4].

These findings underscore the dynamic nature of language and the creative ways individuals adapt and expand their linguistic resources to convey new meanings.

Translating an author's vocabulary, especially occasionalisms, poses significant challenges because there may not be readily available equivalents in the target language. According to Vinogradov regarding the author's word creation: "It is diverse and is determined not only by the nature and breadth of use of the lexical and grammatical resources of the language, not only by the originality of the author's tropes and the manner of his writing but also by the peculiarities of the author's neologisms" [5; 130]. Barkhudarov introduces the concept of "non-equivalent vocabulary", which applies when a lexical unit has no corresponding word in the target language. Occasionalisms, as components of an individual author's vocabulary, often fall into this category, necessitating innovative translation strategies [6; 84]. Gile emphasizes that the translator's task is to preserve the original text's social qualities and encoded messages rather than attempting a literal translation of each element [7; 188].

Scholars Komissarov, Rescher, and Tarhov identified three primary approaches to translation that do not use equivalent words while also considering translation comments and footnotes. If the translator is unsure whether the reader understands the meaning, they can supplement each approach with an explanation. In addition to using the approach of nonequivalent terms by locating analogs of closed meaning, Komissarov did not include a closed translation [8; 113]. This approach will assist in the same way as the original. The inventiveness in occasionalism created by the semantic method has an internal content rather than an external form of speech:

a) Clarifies the value of meaning;

b) Highlights the main thought;

c) Emotional impact recognized;

d) Displays the context of the new value [9; 94].

Effective Translation Techniques

Various techniques are recognized for translating occasional words into other languages:

Transcription: Replicating the original lexical unit's phonemic composition and sound shape using the target language's alphabet.

Transliteration: Reproducing the graphical representation of the original lexical unit.

Calque: Substituting the lexical equivalents in the target language for the constituent pieces of the original lexical unit, such as morphemes in a word or words in set phrases.

Descriptive Translation: Used when no dictionary definition matches the context, explaining the term's meaning.

Approximate Translation: Finding the closest meaning to a source lexical unit without an exact equivalent in the target language.

Creating the Author's Neologism: Crafting new terms to match the original's creativity.

Newmark notes that translating occasionalisms is intensely creative, terming them new coinages. He stresses the importance of considering word parts' context and equivalence when using the calque method [10; 53–61]. However, Vinogradov identifies two exceptions where calque may not be suitable: distinct word production systems and linguistic conventions and the internal forms of standard terms in the target language that obscure the original's characteristics and imagery [5]:

1) Distinct word production systems and linguistic conventions.

2) Internal forms of standard terms in the target language result in the loss of the characteristics and images that served as the foundation for occasional lexical units.

Equivalence in Translation and Specific Studies on Translating Occasionalism

Scholars discuss the concept of equivalence in translation, which refers to the semantic proximity between the original text and its translation. The aim is to preserve as much of the original meaning as possible during the translation process, with different translations achieving this goal to varying degrees and through various methods. Regarding occasionalisms and unique vocabulary in translation, achieving equivalence becomes particularly challenging. Given the nature of occasionalisms and unique vocabulary, achieving equivalence in translation becomes an intricate task.

Pozdeeva's work on "The Occasional Word: Reproduction and Translation" emphasizes the unique challenges of occasionalisms, highlighting their new meaning and form that complicates translation [11]. Babenko identifies reasons behind an author's use of occasionalism, including the desire for conciseness,

avoidance of repetition, and unique speech forms reflecting the author's style [12; 53]. Muratova adds that occasionalisms in fiction create an imaginary world, evoke emotional responses, and reflect the author's creative intent. Her criteria for analyzing occasional words include their form, characteristics, adherence to the author's style, and relationship to the norms of literary language [13; 24].

Translating occasionalism is a complex and significant task that requires creativity and a deep understanding of the source and target languages. This literature review emphasizes the importance of occasionalism in literary works and the different methodologies used to translate them effectively while aiming to preserve the original text's semantic and functional integrity [14; 22].

Materials and Methods

This study investigates the translation of neologisms in J.K. Rowling's "Harry Potter and the Philosopher's Stone". The source text is the original English novel. Translations into Russian and Kazakh are examined for comparison. Specifically, we analyze the following editions:

English Source: J.K. Rowling, "Harry Potter and the Philosopher's Stone".

Russian Target Text: «Гарри Поттер и философский камень» published by Rosman.

Kazakh Target Text: «Хәрри Поттер жәнə пәлсапа тас» published by "Steppe and World".

Identification and Selection of Neologisms:

The study focuses on 100 neologisms identified within "Harry Potter and the Philosopher's Stone". The neologisms were located using a continuous sampling approach. This involved systematically reviewing the entire English source text and extracting all instances of new words and phrases not found in standard English dictionaries. This process ensures no relevant neologism was overlooked.

The identified neologisms were classified using Babenko's structural classification of occasionalism, which provides a framework for understanding the linguistic mechanisms involved in their creation. This allowed categorization into the following types:

Phonetic Neologisms: Occasionalisms created through alterations in sound, such as reduplication, onomatopoeia, and sound symbolism.

Lexical Neologisms: Words created by compounding, affixation, blending, or other derivational processes.

Grammatical Neologisms: Using a word as another part of speech or violating grammatical rules for effect.

Semantic Neologisms: Existing words given new or expanded meanings within the context of the novel.

Occasional Phrases: Combinations of words that act as new lexical units.

Further, neologisms were organized into three specific groups to provide additional analytical depth:

a. Semantic Occasionalism: This group includes neologisms where an existing word has taken on a novel meaning or is used metaphorically or semantically extended.

b. Occasional Phrases: This group includes neologisms formed through combining two or more words. These may include compounds, phrasal verbs or other multiword units used creatively.

c. Proper Name Occasionalism: These include unique invented names of characters, places, and magical objects, often key to establishing the fictional world.

Analysis of Translation Techniques:

The analysis focused on identifying and classifying the strategies to translate the selected neologisms in the Russian and Kazakh target texts. The study drew on established translation theory to evaluate the following common translation strategies:

Transcription: Copying the source word using target language phonetics.

Transliteration: Representing the letters of the source word with corresponding letters in the target language.

Calque: Translating a word or phrase morpheme-by-morpheme.

Descriptive Translation: Explaining the meaning of the neologism instead of directly translating it.

Approximate Translation: Using a word or phrase in the target language with a similar but not exact meaning.

Neologism Creation: Generating a novel word or phrase in the target language to convey the original's meaning.

Each instance of neologism translation was meticulously evaluated based on how effectively it conveyed the original neologism's semantic, functional, and stylistic nuances.

Comparative and Contrastive Analysis:

A comparative approach was employed to analyze how each neologism was translated from the English source text to the Russian and Kazakh target texts. This involved comparing the chosen translation technique, the success in achieving semantic equivalence, and the overall impact on the text. This contrastive approach sought to identify:

Similarities: Shared translation techniques and trends in Russian and Kazakh translation of the source text.

Differences: Contrasting translation strategies, potentially highlighting the influence of language-specific structures, cultural norms, and other factors impacting translation.

Patterns: Recurring methods of approach in rendering different categories of neologisms.

Data Analysis:

The data from the translation analysis of 100 neologisms will be analyzed quantitatively using descriptive statistical methods to determine the frequency of each translation technique applied in the Russian and Kazakh translations. The analysis will also provide qualitative examples of how each technique was used and to what effect.

Limitations: This study is limited to a single work by J.K. Rowling, "Harry Potter and the Philosopher's Stone". Further research across Rowling's series and other works of fantasy may be considered to provide a broader perspective on neologism translation in this genre.

Results and Discussion

Frequency of Translation Techniques for Occasionalism

This study analyzed 100 neologisms from J.K. Rowling's "*Harry Potter and the Philosopher's Stone*" and their translations into Russian and Kazakh. The analysis identified distinct patterns in the application of various translation techniques, which are summarized in the following figures:

Figure 1. The percentage of the methods of translation occasionalism by J.K. Rowling into the Russian language
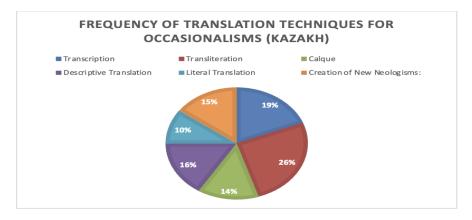

Figure 2. The percentage of the methods of translating occasionalism by J.K. Rowling into the Kazakh language

Comparative Analysis of Translation Techniques

The comparative analysis between the Russian and Kazakh translations reveals several key trends in how the translators approached Rowling's occasionalism:

Transcription and Transliteration: Russian and Kazakh translations frequently employed transcription and transliteration, particularly for proper noun occasionalisms (names). This indicates a general preference for preserving the *phonetic* and *graphemic* characteristics of the original English names. However, the data shows that Kazakh translations utilized transliteration slightly more often than Russian translations. This difference might be related to how English phonemes are rendered into the Cyrillic script used by each language, leading to a closer phonetic match in Kazakh translation.

Calque: Russian translations frequently use calque (or loan translation) for semantic occasionalisms and occasional phrases. This method, which retains the structural elements of the original terms, suggests a tendency in Russian to prioritize preserving the original word's form and composition. Conversely, the use of calque was less prevalent in Kazakh translations, potentially due to more significant structural differences between the Kazakh and English languages. The Kazakh language structure is agglutinative, while English is an isolating language. Therefore, the direct calque of an English expression may appear unnatural in Kazakh.

Descriptive Translation: Kazakh translations employed descriptive translation more often than Russian translations, mainly when direct equivalents were unavailable. This highlights a tendency to focus on conveying the meaning of occasionalisms rather than just their linguistic structure.

Approximate Translation: This method, finding the closest possible meaning when a direct translation was not feasible, was used in both languages, suggesting a common desire to convey the intended meaning even when exact equivalents were lacking.

Creation of New Neologisms: Russian and Kazakh translations creatively crafted new terms to capture the spirit and context of the original occasionalisms. This method was employed with roughly the same frequency in both languages, indicating translators needed to adapt the neologisms creatively.
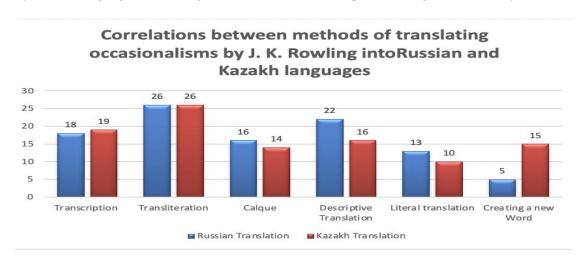

Figure 3. Correlations between methods of translation occasionalism by J.K. Rowling into the Russian and Kazakh languages

A comparative and contrastive analysis of the 100 occasionalisms in J.K. Rowling's "Harry Potter and the Philosopher's Stone" and their translations into Russian and Kazakh produced the following key findings:

Variety of Translation Solutions: The diversity of translation methods employed to render English occasionalism into Russian and Kazakh highlights translators' complexities and challenges when dealing with this linguistic invention. This diversity in approaches impacts the overall quality of the translation and often necessitates different linguistic changes to maintain the meaning and style of the original text accurately.

Predominant Translation Methods: Transcription and transliteration emerged as the most frequently used techniques by the Russian "Rosman" and Kazakh "Steppe and World" publishing houses, accounting for 44 % and 45 % of the translations, respectively. This emphasis on preserving phonetic and graphemic elements suggests a desire to keep the original sound and look of the invented words. Descriptive translation

was also a significant approach, making up 22 % of the Russian and 16 % of the Kazakh translations. (Fig. 1, 2, and 3)

Effectiveness of Translation Choices: The translation choices made by both publishing houses were generally effective, particularly in conveying the meaning of the neologisms. This effectiveness is often attributed to occasionalism's relatively reduced reliance on complex lexical and stylistic features, facilitating a more straightforward and accessible translation for the target audiences.

Classification of Occasionalism

The classification of 100 occasionalism in the source text and their corresponding translations highlighted the following distribution:

Semantic Occasionalism:
Source Text: 30 instances
Russian: 25 adapted with various techniques
Kazakh: 28 adapted with various techniques
Occasional Phrases:
Source Text: 30 instances
Russian: 28 adapted with various techniques
Kazakh: 27 adapted with various techniques
Proper Name Occasionalism:
Source Text: 40 instances
Russian: 35 adapted with various techniques
Kazakh: 38 adapted with various techniques
Interpretations of the findings

This section will further explore the application of translation techniques, providing a rationale behind the translator's choices and the cultural impact of these techniques.

Semantic occasionalism

Most semantic occasionalism in "Harry Potter and the Philosopher's Stone" is associated with the game of Quidditch. Both Russian and Kazakh translators primarily used *transliteration* for terms such as "Quidditch", "Muggle", and "Squib", preserving the phonetic appearance of the words. This choice underscores the translator's intention to maintain these words' magical, invented feel.

Table 1

Translation of occasionalism

	Original	Russian	Translation Method	Kazakh	Translation Method
1	*Quidditch*	*Квиддич*	Transliteration	*Куидич*	Transliteration
2	*Hocus pocus squiggly Wiggly*	*Фокус-покус, фигли-мигли*	Adaptation	*Хокус-покус, сигли-уигли*	Transliteration
3	*Muggle*	*Магл*	Transcription	*Магл*	Transcription
4	*Galleons, Sickles and Knuts*	*Сикли, галлеоны и кнаты*	Transliteration	*Галлеон, сиқыл мен қынат*	Transliteration
5	*Kwikspell correspondence course*	*Скоромагия заочный курс колдовства*	Literal	*Куикспел, сиқырды сырттай оқу курсы*	Transliteration
6	*Squib*	*Сквиб*	Transliteration	*Скуиб*	Transliteration
7	*Chaser*	*Охотники*	Literal	*Шабуылшы*	Literal
8	*Keeper*	*Вратарь*	Literal	*Қақпашы*	Literal
9	*Seeker*	*Ловец*	Literal	*Қақпақыл*	Adaptation
10	*Bludger*	*Загонщик*	Literal	*Блаждерлер*	Literal

As Table 1 illustrates, two primary methods were used in translating the semantic occasionalisms: transliteration and literal translation, with one instance of adaptation.

Transliteration: Terms like "Quidditch", "Muggle", "Squib", and "Galleons, Sickles, and Knuts" were transliterated into both Russian and Kazakh. This approach seeks to preserve the original sound and "feel" of these magical, invented words, creating a familiar experience for the reader. As Skryl'nik notes, translitera-

tion is a crucial strategy for preserving the author's neologisms' stylistic and phonetic uniqueness, ensuring that readers can associate the terms directly with the source material [15].

Literal translation: Occasionalisms like "Chaser" and "Keeper" were translated literally into Russian («Охотники» «Вратарь») and Kazakh («Шабуылшы», «Қақпашы»). These words, which directly describe the functions of those within the game of Quidditch, could be translated directly into both target languages. This approach allows the roles within the game to be understood by audiences unfamiliar with the source material, as Abduraimova emphasizes in her study of translating specific vocabulary into Uzbek. Literal translation aids comprehension while maintaining the functional integrity of the terms [16].

Adaptation: This is seen in the translation of "Hocus pocus squiggly wiggly" to «фокус-покус, фигли-мигли» in Russian, where the playful, magical nature of the phrase is maintained while adapting it to a more locally recognizable form. Also, adaptation was used while translation "Seeker" in Kazakh it became «Қақпақыл» which is the name of Kazakh national game "Assyk", in this game қақпақыл is the person who catches assyk. This translation fully exposes the semantic meaning of seeker. In Russian language, literal translation is «ловец». According to Shabakaeva and Khairullina, such adaptations are essential in retaining the cultural resonance and emotional impact of the original text [17].

These strategies — transliteration, literal translation, and adaptation — illustrate the nuanced approaches translators must adopt when dealing with occasionalisms. As the studies by Skryl'nik [15], Abduraimova [16], and Shabakaeva and Khairullina [17] demonstrate, effective translation of J.K. Rowling's creative terms requires a balance between linguistic fidelity, cultural context, and audience accessibility.

T a b l e 2

Descriptive versus calque method

	Original	Russian	Translation Method	Kazakh	Translation Method
1	Leg-locker	Обезноживание	Calque method	Шідер қарғысы	Descriptive method
2	Full-body-bind	Полная парализация тела	Descriptive method	Денесінен толық жан кетіп қалды	Descriptive method
3	Remembrall	Напоминалка	Descriptive method	Ескертпек	Calque method
4	Emeric the Evil Uric the Oddball	Эмерика злой Урик странный	Descriptive method	Ызақор Емерик Біртүрлі Урик	Descriptive method
5	Bloody Baron	Кровавый Барон	Descriptive method	Қан жоса Барон	Descriptive method
6	Elfric the Eager	Эльфрик Нетерпеливый	Descriptive method	Ынтызар Елфрик	Descriptive method
7	Fang	Клык	Calque method	Азу	Calque method
8	Fluffy	Пушок	Calque method	Үлпек	Calque method
9	Nearly–Headless Nick	Почти Безголовый Ник	Descriptive method	Жұлбасты Ник	Descriptive method
10	Norwegian Ridgeback Norbert	Дракон по имени Норберт	Descriptive method	Норберт жалды айдаһары	Descriptive method
11	Snowy	Снежок	Descriptive method	Ақшақар	Descriptive method
12	Tufty	Хохолок	Descriptive method	Жалбыр	Descriptive method
13	Hat sorting	Распределяющая шляпа	Descriptive method	Білгіш қақпақ	Descriptive method
14	Moaning Myrtle	Плакса Миртл	Descriptive method	Жылауық Миртл	Descriptive method

Table 2 demonstrates how occasional phrases were primarily translated using the descriptive method. This approach allows translators to break down new words by using the grammatical structure of the word to infer its meaning. This approach has worked due to the limited use of lexical or stylistic features in the expressions. The translator's task is to show the reality the author is attempting to depict by the way that they translate new or invented words. Some occasional terms and phrases have no direct equivalents in the target language, so translators are forced to use existing words or, in some cases, create new words. The descriptive technique prioritizes conveying the meaning over literal form, as seen in the example translations below.

Descriptive Translation: This may be seen in the provided translations since the descriptive technique produces translations that effectively convey the meaning or distinctive quality of the source phrase. For example, "Nearly-Headless Nick" is translated into Russian as «Почти Безголовый Ник», which directly de-

scribes the character's almost headless condition. Similarly, in Kazakh, it is translated as «Жұлбасты Ник», where «жұлбасты» conveys the idea of being nearly headless.

The next example, "Hat sorting", is translated into Russian as «Распределяющая шляпа», which has a literal meaning, but in the Kazakh translation, it means "the hat that knows everything". In both languages, translation describes the function or action associated with the hat.

The noun "Moaning Myrtle" has been translated into Russian as «Плакса Миртл» and into Kazakh as «Жылауық Миртл». The phrase «плакса», which is used in the Russian version, accurately defines Myrtle's characteristics and implies that she constantly moans or whines. «Миртл» — "Myrtle" is the name, and it is transliterated. As a result, the translation emphasizes Myrtle's propensity for complaining or moaning, portraying her as a character with a notable trait of lamentation. Similarly, the translation in Kazakh utilizes the word «жылауық», which also describes the characteristics of Myrtle. «Жылауық» means "moaning" or "whining" in Kazakh, emphasizing Myrtle's tendency to moan or express dissatisfaction. There are no analogs of the word "moan" in either the Russian or the Kazakh languages; the words «плакса» and «жылауық» have two denotations: the first meaning is "crying", and the second is "complaining and moaning".

The descriptive approach to translation facilitates the generation of adaptable and innovative renditions that prioritize semantic comprehension over literal fidelity. This methodology is particularly advantageous when source texts contain words with atypical or culturally specific connotations, thereby fostering a deeper understanding of the original meaning within the target language context.

Calque Translation: Calque is used to convey a character's image and his/her characteristics. The most striking example of this technique is the nickname of one of the magical devices, "Remember all". The Remembrall is a small, transparent orb filled with smoke that turns red when its owner forgets something. It serves as a reminder to the forgetful person that they have forgotten something, though it does not tell them what they have forgotten. The word consists of two roots, "remember" + "all", which describes the ability of the magical device. The Russian translation utilizes the word «Напоминалка», which can be broken down into «Напомина» (remind) and the suffix «-лка» (denoting an object or device). Therefore, «Напоминалка» can be interpreted as a device or object that reminds or alerts, which effectively conveys the function of the device "Remembrall" as an object that reminds its user of things they have forgotten. The Kazakh translation employs the term «Ескертпек», which is a calque, or loan translation, of the English occasionalism. «Ескертпек» is made up of two parts: «ескерт» — remind and suffix «пек» — an object can be understood as "remind" or "reminder" in Kazakh, directly capturing the function of the Remembrall as a reminder device.

The Russian and Kazakh translation employs the terms «Клык» and Азу», which directly translate to "Fang" in English. These translations reflect the calque method, where the original term is directly translated into another language, preserving its meaning. By applying the calque method, the names of the character "Fang" are translated precisely into Kazakh and Russian while maintaining the original meaning.

Calque serves as an appropriate method for the transliteration of occasional anthroponyms into Russian and Kazakh, as exemplified by terms such as "Leg-locker" (Обезноживание in Russian and Шідер қарғысы in Kazakh) and "Bloody Baron" (Кровавый Барон in Russian and Қан жоса Барон in Kazakh). A comparative analysis of the translations presented in this context reveals that both calque and descriptive methodologies are equally effective across the two languages. These approaches adeptly encapsulate the semantic nuances inherent in occasionalisms. Furthermore, the judicious application of both methods enhances the translation process and mitigates unnecessary complexities, thus contributing to a more nuanced understanding of these terms.

Proper Name Occasionalism

T a b l e 3

Transcription and Transliteration Method

Numbers	Original	Russian	Translation Method	Kazakh	Translation Method
1	2	3	4	5	6
1	*Harry Potter*	*Гарри Поттер*	Transcription	*Хәрри Поттер*	Transcription
2	*Longbottom, Neville*	*Невилл Лонгботтом*	Transliteration	*Невил Ұзынбұт*	Transliteration
3	*Ron Weasley*	*Рон Уизли*	Transliteration	*Рон Уизли*	Transliteration
4	*Hermione Grange*	*Гермиона Грэйнджер*	Transcription	*Хәрмиона Грейнжер*	Transcription

					Continuation of the table 3
1	2	3	4	5	6
5	*Albus Dumbledore*	*Альбус Дамблдор*	Transliteration	*Албус Дамбдлор*	Transliteration
6	*Rubeus Hagrid*	*Рубеус Хагрид*	Transliteration	*Хэгрид*	Transcription
7	*Voldemort*	*Волан-де-Морт*	Transcription	*Волде-морт*	Transliteration
8	*Draco Malfoy*	*Драко Малфой*	Transliteration	*Драко Малфой*	Transliteration
9	*Severus Snape*	*Снегг*	Transcription	*Снейп*	Transcription
10	*Flamel, Nicholas*	*Фламель Николас*	Transliteration	*Фламел Николас*	Transliteration
11	*Peeves*	*Пивз*	Transcription	*Пивз*	Transcription
12	*Hogwarts*	*Хогвартс*	Transliteration	*Хогуартс*	Transliteration

Both languages predominantly rendered proper names through transcription and transliteration, as evidenced in Table 3. This methodology underscores the importance of maintaining the phonetic integrity of the original names, thereby facilitating a more accurate representation in the target language.

The transcription and transliteration method of translating proper nouns, such as "Harry Potter", into the Russian and Kazakh languages involves representing the sounds of the original term using the alphabet of the target language. In these methods, the focus is on preserving the pronunciation of the name rather than its literal meaning or translation. The Russian transcription for "Harry Potter" is «Гарри Поттер». To explain how the original name was pronounced, each letter in the English name is represented by its equivalent Russian letter.

T a b l e 4

Transcription difference

Letter	Russian Transcription	Russian Pronunciation	Kazakh Transcription	Kazakh Pronunciation
H	Г	G	X	H
A	А	AH	Ә	Æ
R	Р	R	Р	R
R	Р	R	Р	R
Y	И	EE	И	I:
P	П	P	П	P
O	О	OH	О	O
T	Т	T	Т	T
T	Т	T	Т	T
E	Е	YE	Е	T
R	Р	R	Р	R

Table 4 delineates the adaptation of each letter of the English alphabet into the Cyrillic script, considering the phonetic conventions and pronunciation norms of the Russian and Kazakh languages.

T a b l e 5

Several approaches

	Original	Russian	Translation Method	Kazakh	Translation Method
1	*Hedwig*	*Букля*	Adaptation	*Хедуиг*	Translitearion
2	*Scabbers*	*Короста*	Literal	*Қаспақ*	Adaptation
3	*Fluxweed*	*Водоросли*	Calque	*Қыша*	Calque
4	*Skele- Gro*	*Костерост*	Descriptive	*Сүйек өсіргіш*	Descriptive
5	*Parselmouth*	*Змееуст*	Calque	*Парселтіл*	Calque
6	*Fawkes*	*Фоукс*	Transcription	*Фоукс*	Transcription
7	*Polyjuice potion*	*Оборотное зелье*	Calque	*Айналдыратын ішірткі*	Calque
8	*Mudbloods*	*Грязнокровкой*	Calque	*Қарақан*	Calque
9	*Floo powder*	*летучего пороха*	Calque	*ұшатын ұнтақпен*	Calque
10	*Sweetgum*	*Деточка*	Descriptive	*Қошақаным*	Descriptive
11	*Basilisk*	*Василиск*	Transcription	*Аждаһа*	Descriptive
12	*Spellotape*	*кусок магической клейкой ленты*	Descriptive	*сиқыр таспа*	Calque

Table 5 illustrates the diverse methodologies employed in adapting several proper names.

The nomenclature of the owl associated with the protagonist in the Harry Potter series, specifically that of Hedwig, reveals complex linguistic dimensions worthy of scholarly examination. Notably, an intriguing etymological connection within the name "Hedwig" suggests a possible meaning of "battle-fight", indicating that the association with images of "wig" in English is purely coincidental. In analyzing translation methodologies, the "Steppe and World" publishing house adheres to a conventional transliteration approach, retaining the name Hedwig. In contrast, the "Rosman" translation team employs a more innovative strategy by designating the owl with the name «Букля», which is derived from the common noun букля (lat. buccula), meaning "a strand" or "a curl". This intentional choice reflects a profound understanding of linguistic nuances and cultural significance, thereby enriching the symbolic layers associated with the character of Hedwig within the narrative framework. Such linguistic considerations underscore the intricate interplay between language and meaning in the context of literary translation.

Transliteration and transcription serve as fundamental practices within the field of translation, as they enable linguists to faithfully mirror the content of the original text while accurately capturing the phonetic pronunciation of names. This adherence to fidelity is paramount for the preservation of the author's intended contextual framework, thus ensuring that the cultural and narrative nuances inherent in the original work are retained in the translated version. Furthermore, implementing transliteration and transcription facilitates an immediate comprehension and recognition of the original terminology. Readers conversant with the English rendition of a text can more readily identify and engage with the translated names, enhancing their overall understanding of the work.

Impact on Semantic Nuances and Cultural Context

The choice of translation techniques significantly impacts how semantic nuances, authorial intent, and cultural context are conveyed in translated texts.

Russian Translations: In prioritizing the structural and phonetic integrity of the original terms, Russian translations aimed to maintain the linguistic creativity inherent in the source text. However, this fidelity to the original language occasionally resulted in renditions that may not resonate as naturally within the Russian linguistic context.

Kazakh Translations: The prominence of descriptive methodologies and the innovation of novel terms in Kazakh translations frequently enhances the immediate clarity of meaning for the target audience. Nevertheless, this practice can depart from the original text's nuanced linguistic playfulness.

Implications of Translation Choices

The selection of translation methodologies profoundly impacts readers' engagement with the Harry Potter novels across diverse linguistic and cultural contexts. Cultural preservation versus accessibility is a key issue, as transliteration and transcription help retain the original cultural essence of occasionalism. Still, they may pose difficulties for readers unfamiliar with the English language or the cultural context of the *Harry Potter* books [18]. On the other hand, literal translation and modification make occasionalism more accessible but may overlook certain intricate cultural nuances.

Cultural Preservation vs. Accessibility: Transliteration and transcription help retain the original cultural essence of occasionalism. However, they might pose difficulties for readers unfamiliar with the English language or the cultural context of the Harry Potter books. On the other hand, literal translation and modification make occasionalism more accessible but may overlook certain intricate cultural nuances.

Consistency Across Languages: Words like "Muggle" are transliterated in Russian and Kazakh, indicating an attempt to keep the Harry Potter universe consistent across linguistic boundaries. This can help give readers from various language backgrounds a cohesive experience.

Creative Freedom in Translation: Expressions such as "Hocus pocus squiggly wiggly" are examples of how translators may creatively modify insights to suit the target audience's linguistic and cultural background. This may enhance the reading experience by enabling the audience to feel connected to and intrigued by the material.

The translation of occasionalisms from the Harry Potter series into Russian and Kazakh exemplifies the complex interplay between preserving fidelity to the source material and adapting to the target audiences' unique linguistic and cultural contexts. According to Feral's study, the decisions made by translators play a crucial role in shaping how global readers experience and interact with the series, highlighting the importance of cultural nuances in the translation process [18].

Conclusion

The interpretation of occasionalism in the English language is inherently multifaceted, encompassing not only the literal construction of words and phrases but also their intrinsic meanings and the reader's preexisting knowledge. This complexity is critical for both literary analysis and translation practices. It underscores the necessity for translators to transcend mere dictionary definitions, considering the contextual and potential layers of significance that the author has infused into the occasionalism.

In fiction, occasionalism should not be perceived as a deviation or error. Rather, it is a deliberate literary device authors employ to achieve specific effects or convey particular ideological perspectives. This understanding challenges the notion that occasionalism merely represents a linguistic oversight and emphasizes that translators must recognize its intended purpose within the source text.

The translation of occasionalisms necessitates a nuanced methodology, moving beyond simplistic word-for-word conversion. The findings of this research indicate that diverse techniques, including literal translation, adaptation, calque, descriptive approaches, transliteration, and transcription, are required contingent upon the type of occasionalism and the target language. While the literal method effectively communicates the author's original intent, a descriptive approach proves more beneficial in preserving the meaning of the occasional word when a direct equivalent is absent. Transcription and transliteration are primarily utilized to maintain the form of proper name occasionalism; however, these methods may not adequately reflect their nuanced meanings. Ultimately, the selection of a translation approach is profoundly influenced by each target language's distinct linguistic and cultural characteristics, specifically in contexts such as Russian and Kazakh.

The findings of this study present significant practical implications across several domains:

Translation Practice: This research provides a comprehensive framework for translators who render texts between English, Russian, and Kazakh, particularly when confronted with challenging and unconventional linguistic constructs. It offers a toolkit of strategies that enhances the translator's ability to navigate the complexities of meaning, stylistic function, and form when addressing occasionalisms. Consequently, this approach fosters more accurate and impactful translations of literary and creative works, elevating the quality of translated texts.

Cross-Cultural Communication: The findings underscore the critical role of linguistic and cultural nuances in the translation process, equipping translators to bridge cultural divides more effectively. The study emphasizes the necessity of transcending mere word-for-word translation to encompass the intention and impact of the original author. This consideration is paramount in preserving the richness and depth of literary works across diverse languages.

Literary Analysis: Insights derived from this study regarding the function of occasionalism in literature enable readers and scholars better to understand an author's artistic and ideological intentions. This perspective shifts the focus from perceiving novel language use as a mere error to recognizing its potential literary significance and value.

Language Learning and Teaching: The implications of this research extend into the realm of language education, illustrating the intricate nature of language and the necessity of looking beyond conventional dictionary definitions. By highlighting the creative and intentional aspects of language use, the study contributes to the enrichment of language learning curricula, ultimately fostering a more nuanced appreciation of linguistic complexity among learners

In conclusion, this research transcends a mere academic endeavor; it significantly contributes to effective intercultural communication. It equips translators with essential insights and methodological tools to address the complexities of conveying occasionalism's distinctive stylistic and functional characteristics across diverse linguistic contexts.

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А.Т. Кусаинова, Г.Т. Ерсултанова, Г.О. Сейдалиева

Дж. К. Роулинг «Хәрри Поттер мен пәлсапа тас» атты романы негізінде окказионализмдердің түпнұсқадан орыс және қазақ тілдеріндегі аудармаларына салыстырмалы талдау

Мақалада Дж.К. Роулингтің «Хәрри Поттер мен пәлсапа тас» еңбегіндегі ағылшын тіліндегі окказионализмдерді қазақ және орыс тілдеріне жасалған аудармаларға салыстырмалы-салғастырмалы талдау қарастырылған. Окказионализмдер — нақты бір контексте автор тарапынан жасалған жаңа сөздер — аударма тәжірибесінде жиі кездесетін күрделі лингвистикалық құбылыс. Мұндай неологизмдердің аударма тілінде тұрақты баламасының болмауы оларды аударуда кәсіби машық пен мәнмәтінге сай икемді стратегияларды талап етеді. Зерттеу барысында орыс тіліндегі «Росмэн» және «Steppe and world» баспаларында, 2007 және 2022 жылдары жарық көрген аударма нұсқаларын қолдана отырып, түснұсқадан орыс және қазақ тілдеріне аударылған окказионализмдерге салыстырмалы талдау жасалып, олардың негізгі таралу жолдары мен қолдану жиілігі анықталды. Бұл нұсқалар негізінде ағылшын түпнұсқасындағы окказионалдық бірліктердің аудармада қалай қолданылғаны, қандай әдістер жиі қолданылғаны және олардың жиілік көрсеткіштері айқындалды. Талдау нәтижесінде транслитерация мен транскрипцияның ең жиі қолданылатын әдістер екені белгілі болды. Бұл тәсілдер автор ойлап тапқан сөздердің дыбыстық және графикалық ерекшеліктерін сақтауға мүмкіндік беріп, түпнұсқаның көркемдік және қиялға толы табиғатын жеткізуде маңызды рөл атқарады. Аударма әдістерінің қолданылу ерекшеліктері кестелер арқылы көрнекі түрде ұсынылды. Сонымен қатар, орыс және қазақ тілдеріндегі аудармалар арасындағы ұқсастықтар мен айырмашылықтар анықталып, тілдік және мәдени факторлардың аударма үдерісіне әсері қарастырылды. Бұл зерттеу балалар әдебиетін аударуда кездесетін креативті лексиканы тиімді жеткізу жолдарын талдай отырып, ағылшын, орыс және қазақ тілдеріндегі аудармаларға салыстырмалы зерттеу жүргізуге негіз болады.

Кілт сөздер: көркем аударма, окказионализм, аудару әдістері, транслитерация, сипаттамалы аударма.

А.Т. Кусаинова, Г.Т. Ерсултанова, Г.О. Сейдалиева

Сравнительный анализ перевода окказионализмов с оригинала на русский и казахский языки на примере романа Дж. К. Роулинг «Гарри Поттер и философский камень»

В данной статье представлен сравнительный анализ английских окказионализмов в романе Дж. К. Роулинг «Гарри Поттер и философский камень» и их переводов на казахский и русский языки. Окказионализмы — слова, созданные автором для конкретного контекста — представляют собой уникальное лингвистическое явление и создают серьёзные трудности при переводе из-за своей новизны и отсутствия устойчивых эквивалентов. Успешный перевод таких неологизмов требует не только языковой компетенции, но и творческой гибкости в применении различных переводческих стратегий, соответствующих контексту. В исследовании рассматриваются переводы, выполненные издательством «Росмэн» (2007) на русском языке и «Steppe & World» (2022) на казахском. Анализируются наиболее часто используемые приёмы перевода окказионализмов и их влияние на восприятие текста. Выясняется, что наиболее распространёнными стратегиями в обоих переводах являются транслитерация и транскрипция. Эти методы позволяют сохранить фонетические и визуальные особенности оригинальных слов, поддерживая волшебный и образный стиль исходного текста. Для подтверждения анализа в статье представлены таблицы и диаграммы, наглядно демонстрирующие частотность и применение различных переводческих приёмов. Особое внимание уделяется сходствам и различиям между английским оригиналом и его русским и казахским переводами, а также влиянию культурных и языковых факторов на процесс перевода. Полученные результаты вносят значительный вклад в область переводоведения, особенно в контексте детской литературы. Исследование предоставляет полезные сведения о сложностях перевода креативной лексики в многоязычном пространстве, а также служит основой для будущих сравнительных работ и практическим ориентиром для переводчиков художественных и детских текстов.

Ключевые слова: литературный перевод, окказионализм, методы перевода, транслитерация, описательный перевод.

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