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## Proper Names and Translation

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3. Quisling is the name of the Norwegian head of the Nazi puppet government whose name became a synonym of traitor.

4. Initialisms are abbreviations that are pronounced as the names of letters, as in BBC, CNN and the like. Acronyms, on the other hand, contain initial letters but are usually pronounced as words, as in, NATO, UNRWA, and the like.

5. The suffix "-nik" is Russian, meaning "peace" in English. This suffix has been popularized after the Soviet launched their satellite Sputnik which consisted of "sput" (path) + "-nik" (person connected with something specified).

6. A transparent name is a name whose elements can be completely understood from a lexical perspective. Newmark (1988a:78) reports that an SL term is transparent when it is "shining" through and the corresponding TL term resembles it closely in form.

7. A Himalayan Blunder is a very serious mistake or error.

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choice between the various alternatives is determined by pragmatic factors including the purpose of the text and the intended readership. In a nutshell, there is no rule of thumb for rendering PNs. Which method one opts for depends, to a great extent, on what the translator thinks is the best alternative and most appropriate for the receptors of the target text.

## 10. CONCLUDING REMARKS

A translator should be cautious when rendering names may be due to the fact that it could be disappointing if one finds his name misspelled or distorted in another language. Because of progress in information technology and means of communication, the general inclination among present-day translators is to resort to transference more commonly than other procedures.

Opposite to the calls of E. Nida and followers, which consider translation as a science and deal with it accordingly, the translation of PNs is anything but scientific. Exceptions are so frequent that no strict rules can be followed. When it comes to PNs it is too difficult to generalize rules of thumb. One has to avoid giving new renditions for already established names.

Translation classes do not normally pay enough attention to PNs. Consequently inconsistencies are expected to happen due to lack of training.

The name in question can be looked for in the TL press, in atlases, internet sites and up-to-date dictionaries of PNs.

## NOTES

1. Albin, Veronica "Does Juliet's Rose, by Any Other Name, Smell as Sweet?"
2. Streitz, Paul "Huckabee: A New American Quisling. Magic

what it stands for. This expression would be translated into خطأ جسيم أو شنيع. Another example is in the proverb where Homer's name is used, that is, "even Homer sometimes nods" which can be rendered as «حتى هوميروس يهز رأسه أحياناً» which is not really transparent to all readers of Arabic. Another translation that takes the TL reader into consideration would be an equivalent TL proverb. A suitable correspondent would be «لكل عالم هفوة» which sounds more Arabic, more transparent, and has an equivalent message. Some names that refer to ministries are translated into a functionally equivalent term in the TL, as in: State Department وزارة الخارجية ((الأمريكية), Home Office (البريطانية) وزارة الداخلية

7. Translation Couplet. This procedure is resorted to in order to compensate for the reader's lack of knowledge in the TL culture. "Knesset", for example, is transferred into الكنيست with additional information often between brackets (البرلمان الإسرائيلي)

8. Deletion. If considered peripheral to the central message of the text, of marginal significance to the overall message of the text, or for any other reasons a name might be deleted altogether.

9. Translation with explanation, e.g. the Bahamas is rendered into جزر البهاما The Caribbean is rendered into البحر الكاريبي, the Mediterranean into البحر (الأبيض) المتوسط

10. Supply of Alternative or supplementary information. This procedure is suggested by Newmark (1988a:75-77) in discussing methods of dealing with PNs. To achieve this, he gives three alternatives concerning where to put the additional information: a. within the text b. in a footnote and c. in a glossary.

To recapitulate, it is hard to say that the aforementioned procedures are rules for translating proper names; in fact they are in best guidelines or conventions that are not really clear-cut. The

of the sound of the borrowed word to the phonological system of the TL. 2. Simple borrowing of the orthographic form of the proper name from the SL, without reference to the sounds of the orthographic “strangeness” of the TL. 3. A compromise which involves a distinction between well-known names and those which are unfamiliar. Those that are unfamiliar are usually adjusted to the phonological patterns of the TL. In this respect, Hatim (2001:103-104) states “whether to opt for translation or transliteration is a matter to be settled in the light of processing factors such as cost and benefit.

3. Transliteration with the original writing of the name, as in الكرملين (Kremlin).

4. Partial Translation. Here part of the name is translated while another part is transferred or transliterated. The “Federal Bureau of Investigation” is sometimes fully translated into مكتب التحقيقات الفيدرالي, but partially transliterated at others into مكتب التحقيقات الفدرالي, Tamil Tigers نمور التاميل

5. Translation Proper (also through-translation, calque, and loan-translation) If the name is transparent (6), it is often translated, as in, International Labour Organization منظمة العمل الدولية, The White House البيت الأبيض, House of Representatives مجلس النواب, United Nations الأمم المتحدة

6. Substitution. In this method, a formally different name is employed in the TL, as in Austria. Here, convention has the last say and the translator is in no position to give a new rendition for a well established one. Other examples of this method are often in proverbs and idiomatic uses. A “Himalayan blunder(7), for instance cannot be rendered into Arabic as خطأ هملاي or خطأ من الهملايا since it would mean nothing to the TL text reader. The appropriate rendition would forget about the place name and give

in Vietnam, (Pei, 1967:78). (5) Other forms have politically motivated economic blends. Examples are seen in “Nixonomics” (Nixon+economics) and “Reganomics” (Regan+economics) which stand for Nixon’s and Regan’s versions of economic policies, (Yule, 1985:54).

Concerning the translation of these abstracted forms, which are sometimes labeled as loan blends, more than one procedure can be followed. First they can either be transferred into the TL if they are felt to be acceptable to the ear and mind of the TL readers, as in the case with “Watergate”, which is transliterated into ووترغيت أو ووترجيت

On other occasions, as in “Reganomics”, a definition is required in order to make the translation intelligible to the intended reader, as السياسة الاقتصادية للرئيس ريغان

## 9. METHODS OF RENDERING PNs

1. Transference without any change also called transcription It is letter- for- letter, that is, English words in Arabic orthography or Arabic words in Roman characters, as in Colombia كولومبيا, New York نيويورك, Mongolia مونغوليا, Bush بوش

2. Transliteration with modifications (also called adaptation, naturalization, and adjustment to fit the phonological and morphological systems of the TL or simply to be agreeable to the taste of the target text readership. In this respect, Nida (1964:193) reports that it is unavoidable to make some amendments due to the fact that no two languages have identical sounds. Examples are not hard to find, as in Norway النرويج, Brussels بروكسل, Lisbon لشبونة, Cologne كولونيا, Sweden السويد, Philippines الفلبين-

Nida (1964:194) suggests three practical solutions to the problem of transliteration of proper names.1. Complete adaptation

for instance, are not expected to be familiar with the term “The Quirinal” as they are with The White House or The Kremlin. In this case the reader of the translated text needs further information like *المقر الرسمي للرئيس الإيطالي*

At other times the metonymic use of a certain place poses a different kind of difficulty. 10 Downing Street, for instance, is the official residence of the British Prime Minister. Of course not all people know what it stands for. It is usually translated into 01 شارع داوننج 10 and not *داوننج ستريت*, which seems more appropriate. However, the reader might need further information concerning the place. To be on the safe side and not fall in the trap of giving a new term instead of a well-established one, the translator needs to check TL media as well as official sites before opting for any of the alternatives available. Doing this would save the translator a lot of embarrassments and make his work more reliable. So, it might be surprising to know that “1600 Pennsylvania Avenue”, which is employed in the US media and is quite strange to Arab readers, stands metonymically for The White House.

Occasionally, abstracted forms are used by making use of some morphological means. An abstracted form, according to Grambs (1984:2) is “a word or element of a familiar expression that is borrowed from analogous words, to which it carries an evident meaning or connotation.” Such forms are semantically motivated and are regarded a source of language enrichment. Some of these forms are coined for an occasion, as a political event such as Watergate, which provided the combining from “-gate” (= scandal) which later produced “Koreagate”, “Irangate”, and, following president Clinton’s scandal “Monicagate”. Other examples are “Peacenik” and “Vietnik”, which are applied rather indiscriminately to all those who do not approve of the American actions



Here the PN turns into a common noun and is not to be transliterated but substituted by a TL equivalent. Accordingly, if the TL reader is expected to be familiar with the name it might be kept in the translation. In this case can شكسبير العرب be rendered into Shakespeare of the Arabs Nevertheless this is not always the case. It would be quite confusing to the English reader if one translates هو سيبيويه زمانه into “He is the Sibawayh of his time” simply because the name is not transparent to the English reader. A suggested alternative would be He is the greatest grammarian of his time Carry coal to Newcastle can be rendered into”كحامل . «التمر إلى هجر». In “all roads lead to Rome” translation proper would be a suitable alternative because the SL text is known to the TL text receiver «كل الطرق تؤدي إلى روما». On the other hand, when dealing with such idiomatic expressions and proverbs in Arabic as مواعيد عرقوب. عند جهينة الخبر اليقين, the translator is expected not to transfer the names into English, and thus give an equivalent or correspondent expression in the TL: “unpunctual” and “to take it from the horse mouth.

The name in such cases can be transliterated only if both speaker and hearer, writer and reader are familiar with it. These are the names that were described by Newmark (1988) as names that mean as well as name

Like personal names, place and institutional names can have meaning in addition to their basic function, i.e., identification. Metonymic use of words like Pentagon, The White House, The Quirinal, The Kremlin, etc. may cause problems to the translator if the TL reader is expected not to be familiar with the term. In this case the translator may resort to a procedure that makes the term understood to his readers by using, for instance, translation couplet, or by adding explanation to the term. The Arab readers,

Some Acronyms provide strong connotations of other meaningful words or reminders of the purpose of the group (Al-Sheikhli, 1999:67-68

HARM: high-speed anti radiation missile

GASP: Group against Smog and Pollution

YES : Youth Education Service

NUTS: Nuclear Utilization Targeting Strategy

MAD: mutually assured destruction

Also WASP which stands for “White Anglo-Saxon Protestant” which was coined by nonwhites and the connotation of being stung by a wasp is undoubtedly one of the reasons that the word stuck as a negative term for middle class whites. (Nilsen and Nilsen, 1978:114). There is no doubt that it would be in vain ,as a translator, to attempt to convey these acronyms into Arabic with their connotations or shades of meaning, simply because the effect is inherent in the structure of the SL which cannot be mirrored in the TL.

## 8. PNs and SEMANTIC EXTENSION

Names of people and places can be a rich source of creating new words. In spite of the fact that the main function of PNs is to identify rather than to signify, a large number of common words have come to use from PNs- a kind of functional shift known as “antonomasia”, Stageberg, 1981:127) or “commonization”, Pyles & Algeo 1993:282). A lot of scholars (Anis 1958) (Ullmann 1962) (Fauconnier (1985) to name but few see that PNs have no sense. However, a PN can be used to denote a person famous for a particular distinctive feature that is regarded as part of the descriptive power of the language.

سيبويه هذا العصر، شكسبير العرب، عنتر زمانه

ficially rendered as منظمة الصحة العالمية and not as منظمة الصحة الدولية

## 7. ABBREVIATIONS

Abbreviations are of different types. Following are the most common ones.

A. Pronounced as one word , containing initial letters only, as in UNESCO

B. Pronounced as one word with non-initial letters, as in Interpol (International Police)

C. Pronounced as the names of letters, as in CIA, BBC, and CNN.

Sometimes abbreviations must be written in full when rendered into another tongue. The initialism (4) ABC, which stands for “Anybody But Clinton”, should be translated in full in order to be understood in Arabic. UAE has to be retrieved in full when translated into Arabic الإمارات العربية المتحدة. At other times the same initialism refers to two different referents. FRB, for instance stands for

A. المجلس الاحتياطي الفدرالي The Federal Reserve Board

B. بنك الاحتياطي الفدرالي The Federal Reserve Bank

As can be seen here, in the first (The Federal Reserve Board) two methods are used, namely, translation and transliteration with amendments. The first part is simply translated into المجلس الاحتياطي, while the second is transliterated with modification to be in conformity with the Arabic morphology, i.e., فدرالي. On the other hand, in the second, (The Federal Reserve Bank), three different procedures were utilized: a. فدرالي, which is transliteration with amendments, is translated, while the third word is simply transferred into بنك

more parties in different countries and it has the same translation in the TL, the name of the country can be added between brackets or without brackets to clarify things to the TL reader, as in “The Socialist Party” (الحزب الاشتراكي (فرنسا) or (الحزب الاشتراكي (الفرنسي)

In dealing with countries names, one has to take into account the historical factor especially when it comes to liberation movements whether in Asia or Africa. Burma, for instance became Myanmar in 1989. Upper Volta is now Burkina Faso and Zimbabwe was once referred to as Rhodesia. Moreover, when there is a radical change in a certain country due to regime change, revolution, etc. new labels will replace old names especially ones that are connected with former regime. Examples are not hard to find if one goes through names alterations in Iran following Khomeini’s revolution, the former Soviet Union in the 1990s, or more recently in Iraq after the American Invasion in 2003. In this respect, Newmark (1988b:216) advises translators to be acquainted with the name or names of a certain place, institution, etc in their rendering and respect the country’s wish to determine its own choice of names for its own geographical features”.

As professionals, translators must make sure when the text was written and act accordingly. If the text being translated precedes the official change of name, in this case the former name should be employed. If not sure and want to be on the safe side, the translator may contact his client and ask for guidance. (see Albin opt cit)

Many of the international institutions and organizations have standardized translations, as is the case with the United Nations bodies. The International Monetary Fund is rendered officially into صندوق النقد الدولي not صندوق النقد العالمي. On the other hand, the World Health Organization, another UN body, for instance, is of-

From “Magic City Morning Star” (2) Paul Streitz wrote: “Arkansas Governor Mike Huckabee joins Senator John McCain and Senator Teddy Kennedy as a leading contestant for the 2005 Quisling of the Year Award. (3). In this case would it be appropriate to transfer the name “Quisling” into Arabic? Would it be digestible to the Arab reader? The answer is probably no. Then would it be appropriate to replace the name by another name from the TL culture transparent to the expected TL readership? The answer is probably yes. A suggested alternative would be أبو رغال and the sentences would read, «جائزة أبي رغال للعام» or the name is simply ignored and its message or semantic content is given in the TL. So it can be translated into, خائن in which case the sentence would read something like «جائزة خائن العام»

Dealing with names of political parties, one may come across names like

Liberal and Democratic which are rendered into, الأحرار الديمقراطي respectively

The logical question that is expected to be asked here is: Why was the first translated while the other transliterated with amendments? It seems that there is no logical answer for this question; the two terms were translated as such and they took their way to Arabic users. Now they are all well-established and thus conventions are arbitrary not systematic.

The same name in the SL is sometimes rendered differently in the TL “The Labour Party” in Britain, for instance is translated into Arabic as حزب العمال while the same name is rendered into حزب العمل when it denotes the Labour Party in Israel. Sometimes, when dealing with names of political parties, if more than one party has the same label, a bunch of ways can be followed to disambiguate the name in the TL. If the name is shared by two or

cal systems, like Arabic and English, force further complication to the problem. Moreover, the translator's background plays a vital role in determining which way to take.

Sometimes, geographical names are known by two different names in the TL, as in

Hungary *المجر*, *هنغاريا*, and Venice, *البندقية*, *فينيسيا*. As can obviously be seen, one of the two renditions is phonetically related to the SL name whereas the other has no traces of the original.

## 6. PNs AND POLITICS

Albin (1) advises translators to hail the term common in the TL, except when told to do otherwise for political reasons. She adds that should there be any dispute over a geographical name, the translator must opt for neutrality. Needless to say, practically speaking, this is almost always impossible. Consider the following cases:

(State of Israel) can be rendered as

دولة إسرائيل. إسرائيل. «إسرائيل». الكيان الصهيوني

In conformity with the political stand of the translator, the client, or the institution he works at. Another example is Persian Gulf, which is rendered as:

الخليج الفارسي. الخليج العربي. الخليج

Newmark (1988b:35) advises us not to take sides on any political disputes concerning place names. However, it is evident that his advice cannot be taken in the real world, for it sounds isolated from reality. Certain political and economic events may lead to having names that carry some semantic features shared by the person and the eponym. Examples are Boycott, Quisling, Reaganomics, Afghanistanism, Waterloo, and Watergate, Irangate, to name but few.

with Dominican Republic

الجمهورية الدومينيكية، جمهورية الدومنيكان

In other cases a certain item is translated in a certain name but transliterated in another without any clear justification. For example,

Cape Verde and Cape Town are rendered respectively into

الرأس الأخضر وكيب تاون

An instance of inconsistency and the conventionality of using PNs rather than following a systematic procedure is the rendition of country names that end with -land.

Holland, Poland, Finland and Iceland are rendered into, هولندا, هولندا, بولندا, فنلندا, ايسلندا respectively, which illustrates an instance of regularity and consistency. However, Thailand is rendered into تاي لاند. It seems that there is no reason why not rendering Thailand into تاي لاند following the same manner in the above mentioned examples, which further elicits the prone to convention rather than following rules. The official translation of “Vietnam” at the United Nations is فييت نام though, to the best of the researcher’s knowledge, no one uses فيتنام in the Arab media.

From a structural point of view, the use of the definite article is often thorny. For example, China is rendered into الصين, whereas Chile is transliterated into شيلي without using an article. Canada has a correspondent in Arabic, i.e., كندا while Cameron’s correspondent in Arabic is preceded by the definite article الكاميرون. Is there any logical reason for this? The answer is definitely no. Nida (1964: 194) unfoundedly opines that when a language has a literary tradition one often encounters a considerable inconsistency in transliteration.

It is axiomatic that languages that have different orthographi-

ت.س. اليوت & تي أس اليوت. د.ه. لورنس & دي ايتش لورنس

In other cases the whole name used in the SL text is made up of initials, like JFK, which stands for the former American president John F. Kennedy. In this case the translator has to help his readers by giving either of these alternatives: ج ف ك accompanied by جون ف ك or simply retrieving the name in full as جون فيتزجيرالد كندي

It is evident that in dealing with proper names the most common procedures adopted are transfer and transliteration. Newmark (1988b:214) advocates that people's first and last names are transferred for the sake of preserving nationality. He, however, mentions some exceptions concerning the names of historical figures such as Plato, أفلاطون Socrates. سقراط. Moreover, Newmark (1988a:70) stresses that "the only living person whose name is always translated is the Pope." The former pope, Giovanni Paolo II, became John Paul II in English and يوحنا بولص الثاني in Arabic.

It should be taken into account that translations are basically made for people who have little or no knowledge of the SL. So, in this case, would the intended readership be able to know the exact name of the author?

## 5. GEOGRAPHICAL & INSTITUTIONAL NAMES

An increasing tendency is felt these days towards transliteration at the expense of translation. Consider: Montenegro, Ivory Coast

الجبل الأسود، مونتنيغرو، ساحل العاج، كوت ديفوار

Sometimes a name is given two different transferred forms as in Peking, Cambodia, Seoul

بكين، بيجين، كمبوديا، كمبوتشيا، سيئول، سول، صول

At other times a name is given two translations, as is the case



The name of the Libyan president is spelled in as many as (28) different ways in English, which made an American journalist, complain in these words “The proliferation of spelling for the name of Libya’s head has been one of the continuing scandals of American journalism.”

1. Muammar Qaddafi 2. Mo’ammarr Gadhafi 3. Muammar Kaddafi 4. Muammar Qadhafi

5. Moammar El Kadhafi 6. Muammar Gadafi 7. Mu’ammarr al-Qadafi 8. Moamer El Kazzafi 9. Moamar al-Gaddafi 10. Muammar al-Qathafi 11. Muammar Al Qathafi 12. Mo’ammarr el-Gadhafi 13. Moamar El Kadhafi 14. Muammar al-Qadhafi 15. Mu’ammarr al-Qadhafi 16. Mu’ammarr Qadafi 17. Moamar Gaddafi 18. Mu’ammarr Qadhdhafi 19. Muammar Ghaddafy 20. Muammar Ghadafi 21. Muammar Ghaddafi 22. Muamar Kaddafi 23. Muammar Quathafi 24. Muammar Gheddafi 25. Muammar Al-Kaddafi 26. Moammar Khadafy 27. Moammar Qudhafi 28. Mu’ammarr al-Qaddafi

The problem here is that there is no generally accepted authority for romanizing Arabic names. Moreover, Muammar’s name contains several sounds that have no exact equivalent in English. Also regional pronunciation differences further complicate matters. In most cases where there is doubt about how to spell somebody’s name, the usual practice is to accept the preferences of the namee.

One should be overcautious when dealing with PNs and the way they are written, spelled, and pronounced simply because that is the name by which a person is known and probably that’s the way he/she prefers. A problem arises when the name has initials like: T. S. Eliot & D. H. Lawrence. Two options are available

gy of institutionalized (“proper”) names”. To Hartmann& Stork (1972: 157), onomastics deals with «the origin and naming of names». They distinguish between ANTHROPONYMY, the study of personal names and TOPONYMY, the study of place names, (see also Ullmann 1962: 72-77).Some scholars are of the opinion that it is inappropriate to classify PNs into place names and person names simply because a lot of place names are derived from people>s names like Alexandria, St. Petersburg. In Iraq and Egypt, for instance, there are governorates that are named after Muslim commanders and religious leaders like. محافظة صلاح الدين. Moreover, names of people and places can be a rich source of creating new words and the significance of PNs is perhaps reflected in practical life when we know that there are companies that specialize in creating names.

#### 4. PERSONAL NAMES

As smooth, automatic and straightforward as it may seem at first glance, the translation of proper names poses a lot of problems and challenges. A translator who has suffered the chaotic status of rendering PNs into Arabic and the inconsistency prevailing can tell how hard it is to give efficient renditions of personal and geographical names in the TL. The name of the former American President, Clinton, may serve as a good example of the inconsistency. At least six different renditions for the name are employed in the Arab media.

كلاينتون. كلنتن. كلنتون. كلاينتون. كلاينتون. كلاينتون

Another example is related to the name of the notorious Afghani president.

حميد كارازاي. حامد كارازاي. كارزاي. كيرازاي. كيرازاي. قرضاي

معمر القذافي Of course the problem is not confined to Arabic.

or at least putting them under focus will be the main task of this study.

The problems encountered in rendering PNs into Arabic are partly attributed to the translator's background. The translator whose second language is French might give a different rendition from another whose second language is English. Also, when they opt for transliteration, some translators attempt to adopt the SL spelling, while others follow the SL sounds. (see Nida, 1964:194)

Newmark (1988a:70) opines that PNs are outside languages, and belong to the encyclopedia not to the dictionary. This opinion comes from a tendency among many philosophers as well as linguists that PNs have no meaning or connotation, and therefore are both untranslatable and not to be translated.

### **3. SIGNIFICANCE OF STUDY**

Names play a so vital role in human relations that they are often endowed with magic potencies and surrounded by elaborate superstitions and taboos. The name is closely identified with its owner that it soon comes to stand for his reputation, good or bad. (Ullmann, 1962).

The significance of this study is perhaps explicated when we know that in English, there are lots of labels for names: first name (also called given name, fore name, Christian name last name (also called surname, family name), middle name, nick name, and pet name.

The concept of proper names is well established in human tradition and the study of PNs has become so significant that it has established itself as a quasi-independent branch of linguistics, known as ONOMASTICS, which is, according to Crystal (1985:212) "a branch of semantics which studies the etymolo-

draws attention to the fact that rendering PNs is not a smooth, straightforward process as one might think. An attempt is made to give general guidelines for dealing with PNs from a translation perspective. Due to the vastness of this area, PNs connected with political texts will be emphasized. It will be unidirectional, that is, English-into-Arabic only.

## 1. INTRODUCTION

A proper name is a name of a person, place, organization, etc. including abbreviations. According to the Cambridge Encyclopedia of Language, a name is a word or phrase that identifies a specific person, place, or thing. The handling of PNs is frequently problematic, especially when the translator is not well-equipped with adequate information regarding the name in question. Which method to adopt is the thorny aspect of dealing with PNs; if one is dealing with an authoritative text, for instance, the TL readers might want him/her to give the original name together with the translation. A footnote would be appropriate in such cases, or would a translation couplet be the suitable way? It is quite clear that there no ready-made recipe for these problematic cases.

## 2. THE PROBLEM

PNs are often a source of problems in translation. These problems are attributed to an array of factors. A lot of questions are raised concerning the best way to handle them. Should they be translated, transliterated, transferred, deleted, or substituted? And if translated which method should one adopt? Is there a well established equivalent in the target language? Would the name be transparent to the TL readership? etc. Answering these questions

## PROPER NAMES AND TRANSLATION

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Good name in man and woman, dear my lord,  
Is the immediate jewel of the souls:  
Who steals my purse steals trash 'tis something, nothing;  
'T was mine, 'tis his, and has been slave to thousands;  
But he that filches from me good name  
Robs me that which not enriches him  
And makes me poor.  
Shakespeare (Othello, act III, scene III)

### Abstract

A lot of work has been done on proper names (henceforth PNs) starting from philosophers, but, yet, not ending with computational linguists. Moreover, many studies have been devoted to the translation of PNs, but little work to their translation from or into Arabic. The present study is an attempt to fathom the process of rendering foreign PNs into Arabic. Three factors contribute to this process. A. whether the foreign name is pronounced properly, B. the way the name is written and C. whether to translate or transliterate the name. The study sheds light on the lack of guidelines for unified procedures, or at least consistent rendition regarding names of people, places and institutions. It

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