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ИНТЕЛЛЕКТУАЛЬНЫЙ ПОТЕНЦИАЛ ВУЗОВ – НА РАЗВИТИЕ ДАЛЬНЕВОСТОЧНОГО РЕГИОНА РОССИИ И СТРАН АТР

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КУЛЬТУРНАЯ АДАПТАЦИЯ НАЗВАНИЙ ДЕСЕРТОВ В ГАСТРОНОМИЧЕСКОМ ДИСКУРСЕ: АНГЛО-РУССКИЕ ПАРАЛЛЕЛИ

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Аннотация. Статья посвящена исследованию культурных аспектов перевода названий десертов с английского на русский язык и выявлению особенностей англо-русских параллелей в гастрономическом дискурсе. Анализ лексических единиц и их социокультурных коннотаций позволяет понять, каким образом происходит адаптация культурных концепций в процессе перевода и как это влияет на восприятие и интерпретацию гастрономических терминов в разных культурных контекстах.

Ключевые слова: культурная адаптация, перевод названий десертов, англо-русские параллели, гастрономический дискурс.

CULTURAL ADAPTATION OF DESSERT NAMES IN GASTRONOMIC DISCOURSE: ENGLISH-RUSSIAN PARALLELS

Abstract. The article explores the cultural aspects involved in translating dessert names from English into Russian, focusing on how cultural factors influence the adaptation process. It presents a comparative analysis of English and Russian dessert names within the gastronomic discourse to reveal the linguistic and cultural transformations that occur during translation.

Keywords: cultural adaptation, translation of dessert names, English-Russian parallels, gastronomic discourse.

The purpose: Explore the cultural aspects of translating dessert names from English into Russian.

The relevance of this research is that effective cross-cultural communication plays a crucial role in the culinary industry, so translators and linguists are faced with the challenge of accurately conveying dessert names from English into Russian. As globalization promotes the exchange of culinary ideas, understanding how these names are culturally adapted is essential for preserving their original meaning and ensuring their acceptability in different cultural contexts.

The **method of analysis and comparison** was employed in this study to examine the original English dessert names alongside their Russian translations. This approach was necessary to identify how cultural adaptation occurs during the translation process. Translating dessert names involves more than just linguistic equivalence; it requires careful consideration of cultural nuances and connotations to achieve the desired effect.

We shall start with the concept of Adaptation. V.N. Komissarov defines it as changes made to the text of a translation in order to achieve the desired response from a specific recipient of the translation. [7, c. 143] Adaptation goes beyond literal translation by taking into account cultural, social, and linguistic differences between the source and target audiences. It helps ensure that the translated text is not only accurate but also culturally relevant and engaging for the target readers.

In translating dessert names adaptation is necessary to preserve meaning and appeal, ensuring that names are culturally relevant and easily understood. This helps maintain the original dessert's identity while making it accessible and attractive in the new cultural context.

In this study, we highlighted several cultural factors for the adaptation of dessert names:

1. Cultural identity shows the traditions, values, and history of desserts cooked using local ingredients and authentic techniques.

2. Etymology and origin. It is the meaning behind the dessert and the history behind its creation. For adequate adaptation it's crucial to know the reason why a dessert was named a certain way.

3. Associations also play their role in adaptation of dessert names. It is important to consider whether literal translation would be appropriate and not repulsive. [3, c. 43]

4. Marketing can also be crucial. In some cases, it is necessary to keep the original name due to commercial purposes.

In the following, we will illustrate the importance of the above-mentioned factors with specific examples.

First dessert is **S'mores**. S'mores are a classic American dessert traditionally cooked over a campfire. The treat consisted of chocolate and toasted marshmallow sandwiched between two graham crackers, but it went by a different and arguably more accurate name: the «Campfire Graham Cracker Sandwich. » The term «s'mores» is believed to be a contraction of the phrase «some more», the name «s'mores» became popular with the first printed recipe in the Girl Scout handbook which contained this phrase «Though it tastes like some more one is really enough». [8, c. 10] Therefore, cultural identity plays a key role in this example, as it is important to preserve the authentic name with a whole story behind it.

Next name **Shortcake**. The name of this dessert is conditioned by the usage of a particular ingredient – shortening. It is any type of fat that is solid at room temperature and is used to create tender, flaky, or crumbly textures in baked goods. In Russia this type of dough is called «песочное», that's why the most accurate translation in this case would be «Песочный торт» or «Торт из песочного теста». Etymology plays key role in this example, as it is important to consider the true meaning behind the name.

Following example shows the impact of associations on the adaptation of dessert names. **Cobbler** is a fruit-and-dough casserole-like dessert. Its name comes from its appearance, from the top it looks like cobblestone road. However literally into Russian it would be translated like «Сапожник», considering that this word does not give a good association to Russians, it is better to stick with the original name «Коблер».

Nowadays, the **Brownie** has become such a widely recognized and popular dessert that many cafés and bakeries choose to retain its original English name as «Брауни» rather than translating it into Russian. This example illustrates how cultural adaptation involves preserving original terms to maintain authenticity and consumer connection, highlighting the balance translators and marketers must strike between localization and global appeal.

In conclusion, although this study has linked specific cultural factors to particular examples, it is important to emphasize that effective translation requires a comprehensive consideration of all relevant cultural elements. Only by taking into account the full range of linguistic, social, and cultural factors can translators achieve an adequate and meaningful adaptation of dessert names, ensuring both accuracy and cultural resonance in the target language.

This section presents examples from the comparative analysis of dessert name translations, illustrating different approaches to cultural adaptation in English-Russian gastronomic discourse.

Table 1

Comparative analysis of dessert name translations

Original name	Adequate adaptation	Possible translation
Cake to go	Торт в стаканчике	Торт на вынос
English Scones	Английские сконы	Английские булочки
Cupcakes	Капкейки	Кексы
Cheesecake	Чизкейк	Торт из творожного сыра
Cotton candy	Сладкая вата	Ватная конфета

Cake to Go. The dessert known as «Cake to go» refers to a small cake served in a paper cup. A literal translation into Russian would be «Торт с собой» or «Торт на вынос», which directly mean «cake to take away.» However, in Russian, the word «торт» typically denotes a large, multi-serving dessert. To convey the dessert's compact size and convenience, the adapted name «Торт в стаканчике» («cake in a cup») is used. This adaptation highlights both the portability and the individual portion size, making the concept clearer and more appealing to Russian consumers.

English Scones. The English dessert «scones» is often translated as «Английские булочки» («English buns»). However, this translation is inadequate because scones differ significantly in texture and flavor from typical Russian «булочки» or «пирожки» (buns or small pies). Moreover, scones are traditionally served at breakfast in English culture, which is usually a savory meal in Russia. This cultural difference complicates direct translation and calls for a more nuanced adaptation that considers both culinary characteristics and eating habits.

Cupcakes. The term «cupcakes» is translated into Russian as both «Капкейки» and «Кексы». While these desserts are similar, they are not identical; differences exist in ingredients and preparation methods. The transliteration «Капкейки» is considered a more precise and culturally adequate adaptation, as it specifically refers to the small, decorated cakes popularized in English-speaking countries, distinguishing them from the more generic Russian «кексы».

Cheesecake in Russia sounds the same as «Чизкейк». This translation is equivalent and adequate, since the dessert is very popular all over the world, its name is always on the lips and does not make it difficult to understand. In addition, in Russian culture, «cheese», which is the basis of this dessert, is more often most often associated with salty cheeses, and let's just say a literal translation would be inaccurate and even repulsive. Also, a more precise translation, using the name of the cheese, in this case ricotta or mascarpone, would lengthen the concise name and make it unintelligible. [9, с. 143]

The name **Cotton candy** was translated into Russian as «Сладкая вата» using the synonymous equivalent of the word «candy» and the literal translation of the word «cotton». The translation is accurate, equivalent and adequate. Synonym substitution is necessary to preserve the meaning, because the word «candy» literally «конфета» in Russia denotes many other desserts and sweets made of various ingredients.

In conclusion, this research highlights the importance of cultural adaptation in translating dessert names, emphasizing that successful translation requires attention to authenticity, cultural context, and consumer perception. The comparative analysis demonstrates how cultural factors influence both the choice of translation strategies and the reception of dessert names in Russian. By carefully adapting names to reflect cultural realities, translators can ensure that desserts retain their original appeal and meaning while resonating with the target audience.

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