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**SPECIFICS OF TRANSLATION OF ENGLISH PUNS IN TV SERIES:
FEATURES OF ADAPTATION FOR RUSSIAN-SPEAKING AUDIENCE**

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The article is devoted to the problem of translating puns in English-language cinema discourse. Based on examples from television series, the article analyzes the equivalence and adequacy of the translation of a play on words, and presents three main translation strategies, three main types of pun, that are used in the translation process. The main objective of the article is to review and analyze examples of puns and methods of their translations from films and TV series.

Keywords: *pun; film discourse; translation strategies; pun types; omission; compensation; calquing.*

The modern English-language film discourse is abundant with a great number of jokes and irony. To achieve a comedic effect, puns, or wordplay, are actively used in popular comedy series. In some cinematic masterpieces and blockbusters, directors incorporate puns to amuse the audience or clarify a thought, a character's words, or the plot. Since English-language TV series and feature films are becoming increasingly popular among viewers, the issue of translating wordplay is a key component of the humorous aspect of the film industry, posing a significant challenge for translators. It is common knowledge that translating humour is a tricky thing. Especially, when it comes to translating from the English language into Russian. An adequate translation plays a huge role in the process because as a translator you should not only try to imitate an original author's style, but also to convey main humour peculiarities. Some humor is universal, some is not, but still the translator's task is to minimize the risk of distorting the author's meaning of the joke.

A pun (fr. calembour) is a literary device that involves the use of different meanings of the same word or different words and phrases that sound alike within a single context. [1, p. 52]. Following the works of I. R. Galperin, we adhere to the most common viewpoint, according to "which language play", "wordplay", and "pun" are considered synonyms [2, p. 459]. Therefore, in this paper, these terms are used interchangeably.

There are three main types of puns:

1) lexical puns (based on polysemy or homonymy) – these puns rely on lexical categories such as multiple meanings, terminology, abbreviations, etc. An example can be found in the comedy "Office Space" [3].

The original	Translation into Russian
— You've been missing a lot of work lately.	— В последнее время вы потеряли много рабочего времени.
— I wouldn't say I've been missing it, Bob.	— Не сказал бы, что я многое потерял, Боб.

In English, the pun is based on the two meanings of the verb to miss. On the one hand, it means "to skip" or "to be absent from" work, indicating that Peter took a lot of days off. On the other hand, "to miss" also means "скучать" or "to feel nostalgia", suggesting that while Peter was away from the office for a long time, he did not actually miss the work itself.

2) phonetic puns (where the sound aspect prevails over the meaning) – these puns are based on the similarity in pronunciation of different words (homophones). An example of such a pun appears in the movie "Airplane!" [4]:

The original	Translation into Russian
— I'm nervous.	— Я нервничаю.
— I'm sorry to hear that. I don't know anyone on board named Shirley.	— Мне жаль это слышать. Я не знаю никого на борту по имени Ширли.

Here, the pun is based on the similarity between the word "nervous" (нервный) and the name "Shirley". The flight attendant is obviously pretending to understand the passenger's words as a request to name a man named Shirley, even though he was referring to his condition.

3) phraseological puns (based on the transformation of idiomatic expressions). Phraseological puns are based on the transformation or replacement of the form or content of the original phraseological constructions. For example, the slang phrase "He was overwrought as a newt" can be translated as "он смертельно устал". The pun is built on a combination of the idiom "pissed as a newt" (meaning "пьяный в стельку") and the word "overwrought" ("переутомленный") [5].

The main techniques for translating puns are: omission, compensation, and calquing. With the omission technique, the wordplay is dropped altogether, and the text is conveyed into the other language through a simple translation. For example, Knight Bus – an emergency bus for wizards who have gotten into trouble. Interestingly, in some cities in the UK, such as London, buses don't stop running at all at night. During the night, a small number of "Night Buses" operate on special night routes. The following translation options were suggested: "Night Knight" bus, Grand Fly-Away. [6, p. 2]. The pun was omitted in the translation, but using the form, the content was preserved.

Compensation involves replacing an untranslated element from the original text with a similar element that makes up for the loss of information and is capable of having a similar effect on the reader. Let's take an example:

Sir Toby: "He's as tall as any's in Illyria".

Mary: "What's that to the purpose?"

Translation option:

Sir Toby: "Таких молодчиков не много сыщешь в Иллирии".

Mary: "Ну так что?" [7, p. 38].

Calculus is the borrowing of individual meanings of a word. For example, the Whomping willow is a pugnacious tree on Hogwarts grounds. Literally translated – "гремячая ива", related to wheeping willow – плакучая ива. The translation of this pun is as follows: Гремячая Ива, Драчливый Дуб, Дракучая Ива. The most acceptable translation is the latest translation, as it is the easiest to draw parallels with the original [6, p. 3].

After choosing the most appropriate translation technique, a translator should be aware of the fact that there is no single instruction how to render puns. Each case is individual and specific. So, a translator may:

- 1) completely lose the ambiguity of the phrase, but save and maintain the structure of the statement;
- 2) keep the ambiguity of the phrase in the words, if both languages share similarities in the pun;
- 3) replace the pun with another phrase that has an equivalent meaning;
- 4) replace the pun with another ambiguity that can produce the same reaction;
- 5) replace ambiguity with irony, only if the author's implication is used;
- 6) tie humour to a visual image;
- 7) tie humour to a cultural reference;
- 8) shift the wordplay to another part of the text;
- 9) omit the wordplay.

To summarize the above, puns or wordplay require countless efforts to achieve the desired effect from the original joke. In this study, examples of pun translations from popular TV series were analyzed, leading to the conclusion that wordplay is one of the most challenging tropes to translate. However, the article raises the question of the adequacy of certain translation methods, as the complete or partial loss of comedic effect can be equated to a translation failure. With the development and popularization of situational comedies in the film industry, pun translation becomes a cornerstone issue. This topic opens up a range of questions regarding how to achieve a comedic effect while selecting a translation strategy. It also highlights the importance of references in translation, as differences in referential meanings and cultural perceptions of reality pose significant challenges for translators.

The role of a translator is immense. Essentially, they serve as a bridge between cultural and linguistic differences. To properly convey a pun, a translator must possess diligence, hard work, broad knowledge, and, of course, originality in thinking. To find the correct translation option, one must determine what should take priority – form or content. In any case, a translator should never give up, as there is always a way to translate a pun.

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