

# HISTORICAL PARADIGMS AND THE ENGLISH TRANSLATION OF TERMS AND NAMES FROM MEDIEVAL BULGARIA

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**Abstract:** *The paper analyses alternative English translation equivalents for specific terms, titles and forms of address, related to Medieval Bulgaria. It seeks a pragmalinguistic assessment of their relative communicative value with regard to register and target readers. The research is based on semantic-structural analysis of translation equivalence, involving reception in different co-texts and contexts, as well as on certain text-linguistic criteria for textuality (coherence, acceptability, informativity). Apart from the uncertainty in the denotation of some terms in academic writing, such as the royal, aristocratic, and military titles, the axiological charge of specific terms and ethnonyms in mass-oriented texts may also influence the selection of translation equivalents. Two basic methods are looked upon: 1) direct translation, either by a transliterated loan word (mostly relevant in an academic register) or literal translation for some of the titles, and 2) the “oblique” method of adaptation or “situational equivalence”, applicable to titles without a literal equivalent (“acceptable” for a mass-reader). In direct literal translation, the semantic associations and the connotations of alternative equivalents are discussed, as well as their bearing on register. In transliteration, the phonetic value of alternative spellings and their connotations are assessed. With ethnonyms, besides the above-mentioned considerations, axiological charge is also taken into account in selecting an equivalent.*